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VOL. VI, NO. 4 $1.00 A YEAR

NOVEMBER, 1909

SELLING ELECTRICITY

The Magazine of Electrical Progress

What are you doing to catch the holiday trade? Are you going to make the Christmas Shopper help build up your Residence Load?

Tell us *your plans* and we will tell you the *other fellow's* next month.

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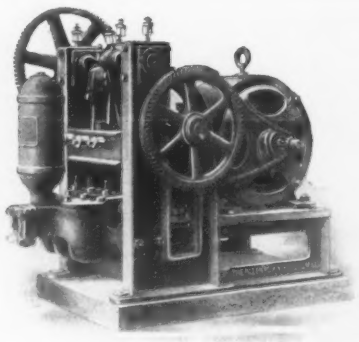


250 H. P.

FOR PUMPING PURPOSES
IN A CITY OF 30,000

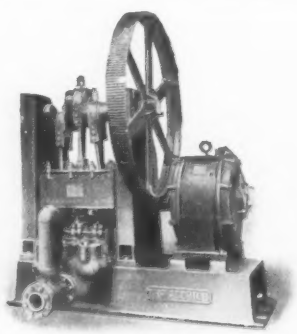
A RECORD

For two weeks' canvass is what our pump man and the Central Station expert in that town
HOOKED UP

Shall we send him to help you?

THE ALDRICH PUMP DEPARTMENT
ALLENTOWN, PA.

Designing and Selling for
THE ALLENTOWN ROLLING MILLS
BIRDSBORO STEEL FOUNDRY & MACHINE CO.



"AMERICAN"
IS
ALWAYS JUST RIGHT

There are many reasons we would like to show you why you should have our SUPERIOR or STEEL CLAD electric irons in preference to any others.

All reasons lead to one conclusion.

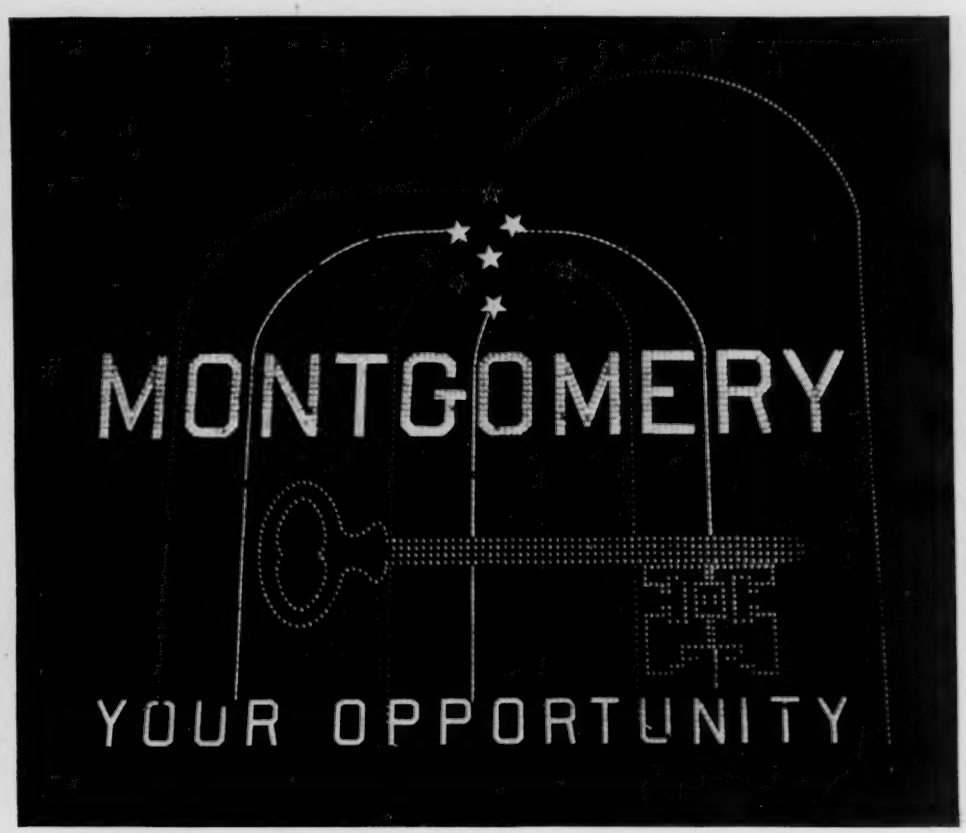
"American" irons do their work on the ironing board with thorough efficiency and with economy and satisfaction to the user.

American Electrical Heater Co.

Detroit, U. S. A.

Oldest and Largest Exclusive Makers in the World

1909



The Greatest Sign in the South Built by Valentine

THIS famous sign is only one of the many huge electrical displays designed and built by **Valentine.** Of course, every Central Station cannot sell such signs, but isn't it reasonable to suppose that the man who is entrusted with big jobs like this **must** give satisfaction on smaller work? Figure it this way: We require a great quantity of small work to fill our shops and keep our force busy. The smaller work is designed by the same designers, built by the same skilled workmen out of the same high-grade material as these big spectacular signs.

The men who built this magnificent Montgomery "slogan sign" are at your service.

And just remember this one: **Brains** are put into every **Valentine** sign—Brains and Advertising Value.

Write for our Two-Against-One proposition.

Valentine Electric Sign Company

Atlantic City, N. J.

THAT GOOD
CIGAR
LaPREFERENCIA
PHOTOGRAPHED BY NIGHT
THE SMOKE IS OPERATED BY AN A&W FLASHER
AND GIVES THE SIGN A CORRECT REPRODUCTION
OF A MAN SMOKING A CIGAR.
WHEN A MERCHANT BUYS A SIGN
HE WANTS IT
YOU CAN RELY UPON US
FOR DELIVERY AS PROMISED
WRITE FOR BULLETINS
THE A.&W. ELECTRIC SIGN CO.
THE LARGEST ELECTRIC SIGN WORKS IN THE WORLD.
CLEVELAND, OHIO.

SELLING ELECTRICITY

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The Man Who Has Nerve Enough to Quit Leaning Against the Scenery and Move into the Spotlight is more than Liable to Find Himself a Star Actor Before He Knows It.

—*R. A. Field.*

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SELLING ELECTRICITY

Vol. VI NOVEMBER, 1909 No. 4

Getting Knowledge on the Fly

THE normal central station man is usually about three jumps behind his job He is continually confronted with details which should have had attention the day before yesterday. The spectre of Things Undone rises to rob him of sleep and Tomorrow is never quite long enough to enable him to unravel the tangled strands of Today's snarls.

This is entirely natural. The central station business is that sort—it is a business of a thousand crises a day, full of petty but vital details. But it is not the only business of the sort. The newspaper man, the busy doctor, the big architect, the successful construction engineer—all are in similar state. Yet the average electrical man fails to realize this and too often finds in the high pressure of his business an excuse for a species of self-neglect which the members of other professions would consider suicidal.

It is the professional man's business to know things. That is what he is paid for. The more he knows and the more exact his knowledge, the more he is worth. Yet it isn't enough to know things; he must know the latest things in his line—and he must know a few things the other fellow doesn't. It's quite a job to keep up with the procession, sometimes, but knowledge is the price of professional success. The problem is, how to get it quick, accurate, ready to use.

Here is one man's answer:

"As understudy in a one-man company, I had the good fortune to meet and actually know many of the hundred or more salesmen who pass our way. I soon noticed that every one of these salesmen was stronger on some one thing than I could hope to be without specialization, and that the organizations which they represented had hundreds of specialists doing nothing else than solve problems in their particular lines. Also in their files are thousands of plans and specifications, and literally tons of data covering almost every conceivable class of installation—all accessible to me only through those salesmen.

"Carrying it one step further, I found that these salesmen could not

get information from other central station men, not possible for me to get even by personal visit. One good fellow secured for me contract forms and special rate schedules from most every plant he visited. A large power deal was closed by submitting those contract forms showing what parties known to our prospect were getting elsewhere, and the quietus was put on many a complaint merely by showing rates for comparative service in other cities.

"The average salesman I found more willing to call in prospects than to visit amusement places. So an excellent system of self-help presented itself to me automatically. When a motor salesman was in town it was power day with me; a heating salesman brought appliance day, and the reflector man was my consulting illuminating engineer and met my prospects as such. Many of the salesmen would send my prospect lists to be circulated by the 'house,' which made the calls of myself and the visiting salesman more pertinent.

"A heating specialist helped me to close a large laundry installation by getting complete data on an installation in another city where the business calibre of the owner was known to our prospect. One sign salesman has yet to leave town without at least one order from our combined treatment. Another in two calls has closed nine deals, all old-time prospects needing more exact data and more forceful arguments than I could bring to bear. To date I have some 200 pages of 6 x 9-inch loose-leaf 'dope' gotten largely from salesmen.

"I have often thought of the immense opportunity the traveling salesman has of observing, and the local salesman of using what he observes, but I fear that they seldom get together. The road man sees one side of a purchasing agent's face, then amuses himself until train time, and the local salesman too often does not know he exists."

That is getting knowledge on the fly—"putting salt on the tail of opportunity," as Hubbard phrases it. No time is lost from the day's work. No dusty pages have to be memorized. The experience gained by the central station man while working in this manner with the sales specialist, is the very essence of practical, usable knowledge. It is a post-graduate course in the College of Hard-Knocks, with a competent and interested instructor. And it is a course of instruction which nothing but sheer and inexcusable laziness will prevent every central station commercial man beginning once the thought is suggested to him.

The manufacturers' salesmen in the electrical field go farther toward co-operating with their trade than the salesmen in almost any other industry. Does a silk salesman offer to get behind the counter and show a merchant how to demonstrate his goods? Would a shoe traveler get onto a clerk's stool to show the finished method of retailing shoes? Not often; but the

representative of an electric heating appliance manufacturer will go out with you while you work the back doors or spend a month gathering data to convince a laundryman; the motor salesman will set a dozen engineers to work to solve a knotty problem in motor control or make a three-day test to help you knock out a steam plant. All he asks is the opportunity to work for you and with you.

It is amazing at times how slow central station men are to accept such assistance—how in some cases they not only refuse to accept it, but go to an unreasonable amount of bother to combat such offers. These men say that they do not want local conditions disturbed: what they mean is that they are behind the times and do not want the unsavory truth made too plain.

There is no room in the central station field for the man who can't catch knowledge on the fly, nor for the man deaf to opportunity's knock. I could name ten managers and half-a-hundred solicitors who are out of jobs today because they were either mentally lazy or self-sufficient. Nobody knows it all, and the quickest way for the lighting man to get knowledge is in the course of the day's work. And in most cases it is the only way. We're all working at high pressure, but neither that nor false pride is valid excuse for neglecting the opportunities which manufacturers' salesmen offer so freely.

The N. E. L. A. Proceedings

IF anyone in the central station field doubts the value of membership in the National Electric Light Association, we recommend that he borrow and read the bound proceedings of the last convention, just published. These proceedings, in three volumes, aggregating almost 2500 pages, represent the essence of the industry's progress for the year, not only in the technical, but in the commercial, accounting and public policy divisions. To the manager of the small company or the man whose ambition it is to fill a managerial position, these volumes are of particular interest and value. They put him in intimate touch with the best theory and practice, not of one plant or one syndicate, but of the entire industry.

The influence of the N. E. L. A. and its program of practical development makes membership in this body almost an essential of success in the central station industry.

A Flat Rate That Is Fair

Hartford Electric Light Company Works Out Residence Lighting Plan That Guarantees An Income of Close to $80.00 Per Kilowatt Per Year

THE Hartford Electric Light Company seems to have solved the residence lighting problem. Some central station men will object to the plan; some will say it is a step backward; but the results in Hartford justify the statement that it is an unqualified success, both from the public's and the company's standpoint.

In three words, the Hartford plan is a *controlled flat rate.*

An excess indicator to prevent the use of more than the agreed wattage, the abolition of meters and the use of tungsten lamps—these are the salient features of the plan. The details are best explained by the newspaper advertisement here reproduced:

PART TWO — **The Hartford Courant** — PAGES 13-18

THE HARTFORD DAILY COURANT, MONDAY, SEPTEMBER 20, 1909.

Electric Lights For Every Home!

COST OF WIRING, CURRENT AND LAMPS IS GRATIFYINGLY LOW.

Special Residential Offer

YEARLY CONTRACTS FOR HOME LIGHTING ARE MADE ON THESE TERMS:

10 Ten-Candle-Power Tungsten Lamps $12 per Year.

Each additional 10-Candle-Power Lamp 72c. per Year.

10 Twenty-Candle-Power Tungsten Lamps $18 per Year.

Each additional 20-Candle-Power Lamp $1.44 per year.

Thirty-Candle-Power Tungsten Lamps at 25c. each per month.

The above prices give the consumer the unlimited use of the entire number of lights in his home.

COST OF LAMPS IS AS FOLLOWS:

First installation of 10, 20 or 30-Candle-Power Tungsten, 20c. each. Renewals, 10c. each.

Frosted Lamps 5c. each extra.

Since our June announcement we have equipped 150 additional homes with the modern Tungsten Electric Light. Hartford people—the masses in particular—are rapidly learning that it is no longer necessary from an economical standpoint to make use of any other illuminant than electricity. The cleanliness, convenience, safety and pure air assured by the use of electricity, make an unanswerable argument in favor of its use in the home. Come to our office and see the wonderful Tungsten lamp—the lamp that has done so much to improve the service and reduce the cost of lighting by electricity.

Six Rooms Wired for $35

WITH FIXTURES INCLUDED.

We will wire houses or apartments located on our present lines with six outlets and fixtures in any six connecting rooms for $35.00 on easy monthly payments if desired. All wiring concealed so far as possible, and the workmanship satisfactory in every respect, to conform with the rules of the Hartford Board of Fire Underwriters. The fixtures which are of a neat design and brush brass finish consist of two (2) 2-light fixtures; 1-3-light fixture; 1 side bracket; 1 pendant and 1 drop. Everything complete ready for use for $35.00.

TELEPHONE OR WRITE TO US

And our representative will call to quote you prices or answer any questions about our proposition.

Do not go through another long winter with unsatisfactory illumination when the very best light in the world can be provided so easily.

266 PEARL ST. **The Hartford Electric Light Co.** Telephone 3330.

According to this schedule, the 10 cp. 15-watt lamps guarantee the company $80 per year per kilowatt connected, the 25-watt lamps guarantee $72 per year and the 40-watt lamps $75 per year. A long series of tests to determine just what this amounts to showed the kilowatt-hour income to vary between 6 and 12 cents. The average contract, it

is found, calls for 12 10-cp. lamps and 3 20-cp. lamps, the average income of which is $1.65 per month, or $77.65 guaranteed income per kilowatt per annum.

This, it must be remembered, is for residential lighting with no meter reading or meter maintenance and the minimum of book-keeping expense. Such maintenance and expense amounts to close upon $5 per year per customer, or in this class of service, after the tungsten lamps are installed, approximately $20 per kilowatt connected. The gross income, plus the saving, therefore, under this flat rate scheme, is $97.65 per kilowatt. When one recalls that in a city like Cincinnati the average income from all classes of service is but a trifle over $40 per kilowatt connected, and that $25 is considered by many conservative central station men to be a good average for residence lighting, the Hartford plan has some merits of a very practical nature.

The objections to a flat rate for residences are three—the substitution by the customer of lamps consuming more than the agreed amount of current; the wasting of current in daylight burning, and the loss of income should the customer use heating or other appliances.

The first of these objections is taken care of by a maximum demand controller, such an instrument now being available which is positive in action on an excess load of only 12 watts. The Hartford company is very well satisfied with these instruments, having used them in practical service for a considerable time.

The second objection is met by Mr. A. C. Dunham of the Hartford company with a smiling referenee to the girl in the candy shop. When a new clerk is engaged, she is told to eat all she wants. Experience shows that she only takes an occasional nibble after the first week or so, and Mr. Dunham asserts that flat rate customers act about the same. The fact that 6 cents per kwh. was the least rate received during the test period when the new plan was being checked by meters is evidence enough that people do not maliciously waste current.

As for the heating appliance situation, Mr. Dunham has a plan in reserve. At present, the flat rate proposition is designed to get new residence business from people who are not expected to be very large consumers and the average current contracted for does not admit of the use of flatirons or any of the more useful heating devices.

The lamp renewal plan now in force in Hartford appears to be the only weak link in the chain. Sixty-volt lamps are installed, these being adapted to the old circuits through the use of economy coils. The low voltage lamps permit of offering the public about 10 cp. of light—approximately the same as that given by a carbon lamp after it has begun to deteriorate—for 15 watts. The renewal costs on these lamps is low because of their long life and greater sturdiness, but against this argument stands the indubitable fact that the lamps of standard voltage are being constantly strengthened so that in a comparatively short time it

would seem as though the Hartford company may regret its investment in economy coils. There seems to be no reason why standard voltage lamps of the 25-watt size should not be used. This means a somewhat higher rate per lamp, but not per useful candlepower. It also means a higher renewal cost to the customer, but this is a comparatively small item when it is considered tha the life of the lamps is in practice easily double the life of the carbon lamp.

The Hartford flat rate plan is worthy of deep study. It is not perfect, but it certainly is profitable—which most residence lighting plans are not. It takes readily among the very people who are the most desirable customers. It guarantees the lighting company an income of two or three times as much per kilowatt connected as it now enjoys. The Hartford Electric Light Company claims to have more residence customers than Brooklyn or Philadelphia, having taken 159 flat rate contracts on this basis since June, making a total of almost 800 now in force. Fifteen new contracts were signed within five days after the advertisement here reproduced was published.

Perhaps there is something wrong with this plan, but in many months' trial in Hartford it has met with nothing but success. Mr. A. C. Dunham, the president of the company, known to all the older men in the industry as among the shrewdest and most successful of the country's lighting managers, says, "We don't do any business by guess work." The Hartford plan is founded on facts and figures.

A Dollar Idea

By Platt Rogers, Jr., and S. E. Sanderson
Denver Gas & Electric Company, Denver, Colo.

IN order to place electric irons on trial and sell them in apartment houses, we secure the co-operation of the janitor's wife. We call on her first and offer her an iron free if she will aid in selling a given number of irons in the various apartments. To assist her several irons are left in her care, to be put out on trial throughout the building.

We have found that in this way a much greater number of irons can be introduced in apartment houses than would be otherwise possible and the company secures an additional solicitor at a very slight cost.

A Lineman's Hand-Made Float

By Thomas E. Spence, Power Engineer
Luzerne County Gas & Electric Co., Plymouth, Pa.

A NEW hospital was recently opened in Nanticoke, one of the towns served by the Luzerne County Gas & Electric Company. The lieutenant governor of the state officiated and there was a parade of local organizations and floats in honor of the occasion.

The Hand-Made Float

The men of our construction department devised the float shown in the accompanying illustration and one of the boys drove it in the parade as representing this company. As can be seen, the float was entirely made up of line material and construction tools—the shafts were post hole spoons, the saddle and breeching were linemen's belts, the saddle rings were glass insulators, the reins were arc lamp rope, the wheels were made from a reel decorated with tubes and bolts, the body was worked up with cross arms and braces, and so on.

The outfit attracted much attention and amusement from the crowds and advertised the company, certainly in a novel way.

There is a request on the Front Cover of this issue that you should comply with.

An Argument for Advertising

A Little Sign Sales Talk Straight to the Prospect

By W. W. Ferris, Sign Expert
Syracuse Lighting Company, Syracuse, N. Y.

MR. PROSPECT:—If you sent your boy to school on Monday, then again on Friday, let him stay home then for a week and work three days out of the next ten—about how much progress would you expect him to make?

Doesn't this same principle sound reasonable as applied to your advertising? For advertising—good advertising, backed by good goods and good service—has the same power of accumulating strength and ever broadening value. It builds up that most valuable asset a business can have; the acquaintance, the confidence and the good will of the public—your customer.

Marshall Field's great store does millions of dollars' worth of business a year and carries a stock of fabulous value. But if that stock was entirely wiped out of existence, the firm of Marshall Field would still have an asset left which would be of more value to it than all its goods destroyed. It would have its reputation, its good will.

And this strength, this permanency, was secured by extensive and persistent advertising.

The merchant who always advertises honestly, and whose public announcements are carried out as sacredly as though they were legal contracts with his customers, can figure a large percentage of his advertising bill into his fund of permanent assets or capital.

Time was when big corporations spent most of their money in buying up little competitors, and endeavoring to "influence" legislators and prominent people to the idea that their product was the whole thing. Today these same corporations are gradually being educated to the fact that spending their money for advertising space and creating a market for their trade-marked goods, soon puts them in a position where they need neither buy out nor "fix" competitors. The advertising sells the goods and that's where the profit lies.

If your advertising doesn't pay you, Mr. Prospect, it's not the fault of advertising—it's the fault of *your* advertising. It should be made to pay! Use the right methods!

If your advertising has been unprofitable, to stop advertising entirely will not reimburse the past losses, it will simply add to your distress by preventing the possibility of future growth in profits.

The house that advertises to make its business grow goes into it and stays there.

Experience teaches that the advertising you did yesterday will help your advertising of today, and the advertising of today will help the advertising of tomorrow—but your

advertising of today will have very little influence on your advertising of a month from today or two months or six months.

In these days of commercialism it takes more of a genius to sell a picture than to paint it. Remember the jingle:—

"He who has something to sell
And goes and hollers down a well,
Is not the fellow who collars the dollars
Like he who climbs a tree and hollers."

And the only form of advertising for you, Mr. Merchant, that is active, forceful, continuous, consistent, insistent, and persistent, but at the same time clean, dignified and cheerfully pleasing, is the electric sign. It establishes your identity, it gives a concrete application to your newspaper ad, it typifies the constant service and adds the touch of personality that, after all, must be relied upon to hold your trade.

A Dollar Idea

By W. R. Ostrom, Assistant Secretary
The Trenton Electric & Water Company, Ltd.,
Belleville, Ontario, Canada

IT'S easy enough to influence people to use electric irons, but rather more difficult with other heating devices. Here is the way the seed was sown in Belleville, Ont. We ran a service for the County Club, and installed an eight-inch disc heater to take the place of a coal oil stove in hot weather, and a grate in spring and fall used for heating water on tea days—Wednesdays, Saturdays and holidays.

About sixty fashionable ladies have a tea day at least once in a season and so came in contact with the simple practicability and economy of the disc heater for making 5 o'clock tea. The disc stove on golf days fairly talked to them. Without butler or maid these ladies now make and dispense tea and conversation at their homes and we add kw. to our load. Advertising and demonstrating failed to get these ladies to come to the office, and the men, of course, were not interested.

Electric Power vs. Corn Cob Steam

By W. Joseph Kyle, Commercial Engineer
Kankakee Electric Light Company, Kankakee, Illinois

THE hardest nut for the central station power man to crack is supposed to be the mill where they make their steam from waste. I have just sold a motor to operate a cereal mill, however, where it was electric power vs. corn cob steam and the facts and figures are interesting. Incidentally it was a case where the mill had been previously operated by water power and there was a natural resultant prejudice against a power of higher cost per horsepower.

On investigation I found a small steam boiler and a 20 hp. Atlas engine installed, operating the mill on any pressure on the steam gauge that would turn the engine over. That is, if they were only running light on the grain, they would not carry a high pressure, and for fuel they were using corn cobs with very little coal, not over two tons of Illinois screenings per month at $1.30 per ton. The man who operated the mill was his own fireman and engineer.

W. Joseph Kyle

The first thing I learned was that he was skeptical of meters, so I explained their operation in the simplest terms, mailed him some descriptive literature, and satisfied his mind. I also had him try a few simple experiments on his lights at home. He then said he was convinced as far as that went, but that he knew I could not operate his mill with an electric motor as cheaply as he could with steam.

"I have not made that statement yet," I replied.

"Yes," he said, "but every fellow that has been here has said so."

I had a number of talks with him, and spent quite a little time around his place. A number of farmers brought grain to be ground while I was there, but he did not have steam up on his boiler. He told me that when he arrived in the morning it took about two hours before he was able to start up. I further learned that with no fires around the building he could secure a big reduction in his insurance rate. That was all the information I required.

We talked the matter over and I asked permission to place a 15 hp. motor on trial for 30 days, the motor to be installed strictly according to my direction. The motor started in operation on August 14th, and on September 15th we rendered him a bill. When I arrived at his place that afternoon he was just taking the engine off the foundation and he greeted me with the remark: — "I have sold her."

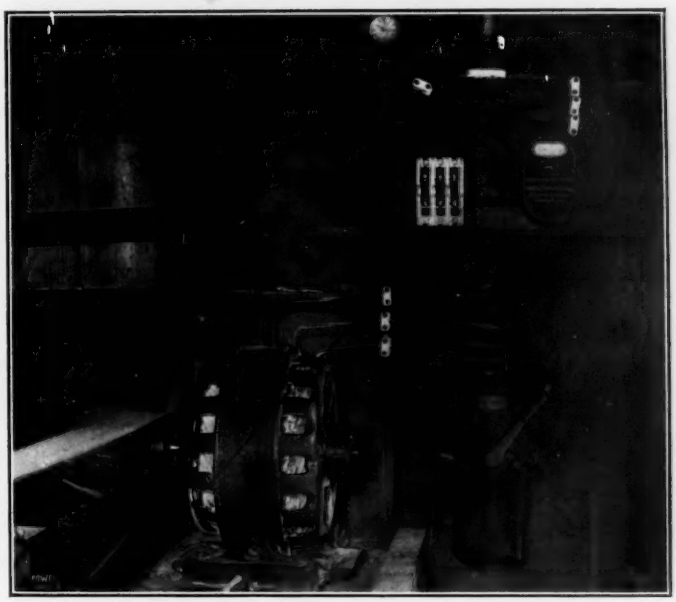
Here is the way it worked out:—

The motor shaft was belted to a line shaft driving

3 pair high roller 6″ by 12″ feed mill,
1 double stand roller mill 9″ by 15″,
2 Hexagon reels,
1 Eureka separator,
1 farming mill,
1 corn meal bolt,
1 corn sheller,
1 dryer,
7 elevators 25′ high (conveyors.)

13th to September 14th and amounted to $9.60. The bill for the second month from September 14th to October 14th was $21.32. He advises me that his busy season will run about three times his first bill of $9.60 and he is well satisfied at that or even a little higher.

A ready market has been found for his corn cobs, as they are used for fuel in fireplaces and stoves. The farmers buy them for $1.00 per load



15 Hp. Motor in Kankakee Cereal Mill. Note the Alarm Clock

The previous monthly fuel cost was 2 tons of Illinois screenings at $1.30 per ton, the balance of his fuel being corn cobs, as stated. He used about 27 loads of corn cobs a month and we figured their value at $1.00 a load. This brought his total cost, including cobs, to about $30.00 per month in the busy time of the year, which is in the fall and winter months.

The first month's bill for electric power covered the period from August

and he already disposes of from 5 to 10 loads per month without any trouble. The cold months should take care of the surplus.

The customer advises us that it requires 24 kwh. per ton of product and I think that this information is very reliable as he reads his meter every day and checks up his output.

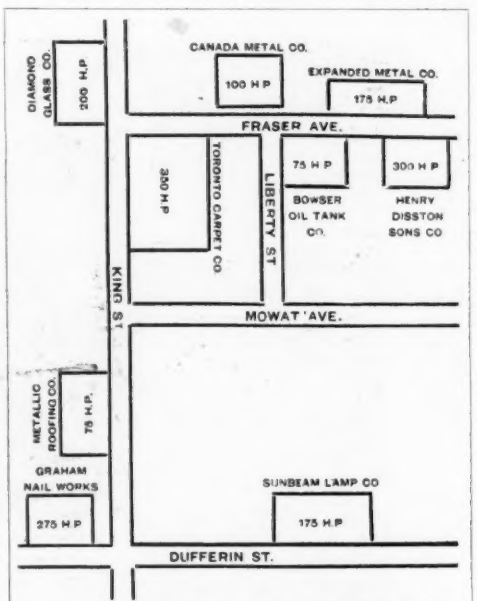
The accompanying photograph of the installation shows an alarm clock on the shelf above the motor. He

can now start his mill, set the alarm and "sleep while she works." This is better than firing boilers and pouring oil on the engine. He can judge roughly the time it will take to make his grinding and the use of an alarm enables him to leave the mill and attend to other work. The alarm calls him back when it is time to give further attention.

A Dollar Idea

By J. C. Keenan, Power Engineer
Toronto Electric Light Company, Toronto, Canada

MR. KEENAN sent in his card as a Dollar Idea, without further comment. It needs none—but it is worthy of considerable study. It is an ordinary card on its face, bearing Mr. Keenan's name and that of his company, but on the reverse is the map which tells its own story. It shows every power user whose hand it reaches that within an area of two blocks square, electric motors aggregating 1675 hp. have been installed and presumably can be inspected.



Convincing reason why the Electric Motor with T.E.L. Co's reliable service is superior to the engine.
"LET ME FIGURE IT OUT."

Moreover, the factories indicated are undoubtedly well known to every manufacturer in Toronto—from which he infers that reputable and successful operators are employing electric drive. It also shows that nine different industries are affected, which suggests the possibility of electric power being feasible in his own case.

Also it opens the way for a description of these existing installations (when the power man secures his interview) and makes a suggested inspection tour, appear more reasonable and interesting.

What kind of a map can you work up for your own card?—Editor.

The Record of the Tungsten Lamp for the Past Year

Abstract of a Paper read before the Vermont Electrical Association, Burlington, September 15 and 16, 1909

By F. W. Willcox

IT is a noticeable fact that the size of the tungsten lamp which is most popular in any given city is the one which has been most aggressively pushed in that city. This shows that it is possible for central stations, by active work, to insure the installation of the larger units and thus maintain the larger wattage consumption, while the opposite policy of leaving the customer to purchase his own lamps results in his buying a greater number of small units.

F. W. Willcox

The primal factor is the central station control of the lamps used on their circuits and this policy appears to be quite generally favored and coming into vogue. Even as it has long been the general policy of public service companies to supply devices to their customers at, or near, cost, with little or no profit, so many companies have adopted the policy of supplying tungsten lamps at cost; some even to the extent of allowing the renewal cost of the carbon lamp to apply on the tungsten in the case of their free-renewal customers. This is the prevailing policy of the leading Edison companies in Chicago, New York, Philadelphia, Brooklyn, and elsewhere. Where a central station actively pushes the sale and introduction of tungsten lamps, this policy of selling the lamps at cost has its advantages.

Some stations consider it best to supply the lamps at list prices and thus permit the supply dealers to cooperate in their sale. The profit such stations make on the sale of the lamps can be employed to advantage in advertising and soliciting and a liberal renewal policy for the replacement of accidentally broken lamps, and early burn-outs. Indeed, it is a question whether such a policy does not insure greater popularity for the tungsten lamp than where the lamps are supplied at a lower figure and liberality shown customers in the renewal of breakages and burn-outs.

The fact is clearly shown that central stations suffer least in revenue when they have been most active in pushing the sale and use of tungsten lamps, guiding their customers in the use of the larger sizes, maintaining the standard of wattage consumption and increasing the standard of illumination. This fact is one of the strongest arguments for the complete central station control and supply of the lamps.

The experience of a number of companies has shown the value of a maintenance proposition and here again does experience repeat one of the essential principles of free lamp renewals.

Gas companies have generally found a maintenance proposition very desirable for their gas arcs. By a maintenance proposition, is meant that the company undertakes to maintain and renew the lamps and keep the service in a satisfactory condition for a small monthly charge per lamp, as distinguished from requiring the customer to maintain his own installation by purchasing his own renewals.

Some companies, particularly the Rochester (N. Y.) company, have found it advantageous to include washing and cleaning the lamps and glassware when necessary (making four inspections per month) thus insuring a clean, brilliant lighting service. The Rochester company claims that their maintenance proposition has done more to encourage the use of tungsten lamps than any scheme adopted in that city. They make low charges for this, as follows: on 40, 60 and 100-watt lamps, for installations of 8 or more lamps, 8c per lamp per month; installations of less than 8 lamps, 10c per lamp per month; 250-watt lamps, 10c per lamp per month.

Assuming a given lamp averages three or four hours' use per day, one can readily figure the monthly charges sufficient to cover the cost of the lamps (assuming an average life of 800 hours or more) and these will run, at present prices, about as follows:

It will be noted how nominal these charges are and how much more satisfactory it is to a customer to pay this nominal sum monthly than to be faced with the full renewal cost of all lamps when broken.

This policy also insures a good service. In many cases customers have reverted to carbon lamps when their tungsten lamps have burned out, thus showing the need of a definite central station control and a regular maintenance policy.

The charges for maintenance are rendered as a part of the monthly bill and paid as a part of the monthly bill for current.

Assuming an active and favorable attitude toward the lamp on the part of the central station, the lamps may be supplied either on a straight sale or a rental proposition basis.

For the very same reasons that the maintenance policy has been found desirable, the renewal basis (either of the lamps alone or the lamps with fixture) has proved an excellent means of furthering the introduction of the lamp. This policy permits the central station to supply the lamps and necessary fixtures and the customer pays for them on the monthly payment basis until he has paid for the cost of the fixture (cluster or reflector, or both). Thereafter the monthly charge covers the maintenance of the lamps only.

This policy has been used to excellent advantage in St. Louis, Chi-

	25-watt	40-watt Small Bulb	40-watt Large Bulb	60-watt	100-watt	150-watt	250-watt
At full list price,	9c	10c	11c	14c	18c	25c	37c
At price to customers buying 10,000 or more per year,	7c	7c	8c	10c	13c	18c	26c

cago, Kansas City and Philadelphia. In Chicago and Kansas City the customer is tied up under a two years' contract to use electricity exclusively for lighting—the company furnishing the fixtures. In Philadelphia the following rental charges are made for fixtures:—

For two 100-w tungsten lamp fixtures, $1.25 per month.

For three 100-w tungsten lamp fixtures, $1.75 per month.

At the end of one year the customer owns the fixtures and the maintenance charge for the renewal of lamps thereafter is 25c per 100-watt lamp per month.

It has been found of great assistance to make installations on a trial or demonstration basis. Where it is impossible to convince a customer by ordinary arguments, a fixture or, possibly, several lamps with shades are installed, with the inevitable result that the customer accepts the installation and adopts the lamps generally. This plan is recommended for all difficult prospects.

In some cases the tungsten lamp has been made to yield a larger revenue than the carbon; as, for example, in Denver where a fixed charge is made, based on the candle-power of the lamp. Few companies, however, are blessed with such a favorable system of charges and, in the main, are supplying the lamps on the same meter basis as formerly.

The economy of the tungsten lamps permits offering very favorable propositions to business customers, based on a fixed rate per lamp per month for a given number of hours' use, which charge covers both current cost and lamp renewals. The meter is connected in the circuit to check excessive use beyond the agreed period, the contract requiring the customer to pay for such excess use at regular rates. An excellent example of this system has been worked out by Mr. Davidson, of the Montpelier Company.

Where flat rates have prevailed, in sign and decorative lighting, it is possible to get very much more remunerative rates with tungsten than with carbon lamps. Canton, Ohio, for example, is supplying tungsten sign lamps (which consume only 5 watts) at a fixed charge of $1.00 per lamp per year, where the charge for the 4 cp. carbon lamp (consuming 20 watts) was $2.00 per lamp per year. In this way they have cut their rate in half and their consumption in quarter, or, practically doubled their rate per kilowatt hour for this service.

The tungsten sign lamp offers great opportunity for increased profits in sign and decorative lighting and makes it possible to extend sign lighting in ways undreamed-of before.

Take the case of an ordinary consumer using a sign lamp five hours per day. With the tungsten lamp, on the basis of 150 hours per month, this means a consumption (with the 5-w. tungsten sign lamp) of only three-quarters of a kilowatt. This permits supplying lamps at a rate of 10c per lamp per month (customer paying for the renewals) and insures the very good rate of 12c per kwh, which is certainly an excellent rate for such long-hour service.

This is only an example of the possibilities of the tungsten lamp in such classes of service. There exists no sign of any merchant or store today which cannot be easily changed over to an electric sign by stringing a row of tungsten sign lamps above the sign, placing them on a slightly projecting shelf above the sign. As the tungsten sign lamps are low voltage and operate in series, this arrangement permits their adoption without the necessity of a transformer. The ordinary sign the length of a store would take at least 20 lamps, which can be connected in series, in staggered positions, thus insuring that at least one circuit would be kept burning should a failure occur in any one of the lamps. The cost of transforming an ordinary sign should not exceed $10.00 to $15.00, and the very low rates which can be made should tempt every merchant to have his sign electrified. Here is a good field for central station endeavor.

In general, the reports of central stations indicate that the tungsten lamp does not permanently decrease revenue even from old customers, for, while there may be a temporary decrease in load and revenue, the continued use of the lamps has resulted in a gradual increase which ultimately equals or exceeds the previous income.

As Mr. E. A. Bailey said in his report to the Edison Association: "Whether or not the new business will more than make up for any decrease among old customers, depends upon the energy of the sales department." All companies, except those owning gas companies, have found the tungsten lamp of great assistance in securing business hitherto unobtainable. Many straight gas installations have been changed over to electricity, particularly in small stores where electric lighting was formerly considered a luxury.

The Brooklyn company reports obtaining over 1500 new customers from the gas company and in Boston thirty thousand tungsten lamps have been placed in service with former consumers of gas. The Commonwealth Edison Company, of Chicago, also reports a large inroad on the gas company's business, having installed from five to six thousand clusters from which they derive an income of approximately $250,000 per annum.

On the specific point of the effect on revenue from existing installations through the introduction of tungsten lamps, a considerable variation is to be expected in the returns. In justice to the tungsten lamp, it must be stated that, where decreases are shown, the showing will probably be materially changed by the longer use of the lamps. On this point the Philadelphia Electric Company finds that the data recently compiled, as compared with earlier compilations in which the decrease in total revenue is shown at 12%, is now but 5%, thus proving the more liberal use of tungsten lamps since their adoption. Philadelphia reports that, out of the total number of tungsten installations, 21% replaced incandescent or arc lamps giving equal candle-power, thus reducing the income; 21% replaced a number of in-

candescent and arc lamps using equal wattage, thus keeping the income the same, the consumer obtaining more light for the same cost; 33% replaced gas, giving the consumer equal or more light and giving the electric company an increased revenue, and 25% of the tungsten lamps installed have been introduced for absolutely new business.

Similarly, the Boston company reports 30% of the new tungsten lamps have gone into places where bills have been reduced, 30% into places where the income is the same, 30% have replaced gas and other illuminants and approximately 10% have brought in new business.

The Brooklyn Edison Company reports a decrease in revenue of about 20% from a selected list of 64 customers who made an entire change from carbon to tungsten for a period of six months from May to October, 1907, as compared to the same period for 1908. This has been more than offset, however, by the business secured from the gas companies above referred to.

The Buffalo company reports results from 25 of their customers formerly using carbon and now using tungsten lamps, for the month of May, 1908, against the same month in 1909, a decrease in revenue of about 6%. This is many times offset by the new business secured with the new lamps.

The Chicago Edison Company reports that they are satisfied that the use of the tungsten lamp has not decreased their revenue from existing customers. Note that this is one of the companies who have aggressively pushed the sale of the tungsten lamps, particularly in the 60-watt size.

The Detroit Edison Company reports, from a selected list of customers, a decrease in revenue of about 20%, against which, however, there is a saving of about one-half this amount in arc lamp maintenance and carbon lamp renewals. This company has used the tungsten lamp to replace over 650 gas arcs and large numbers of single gas burners. Altogether through the use of the tungsten lamp a total business has been secured from gas users of about $16,000 per year.

The Edison Company at Los Angeles, California, reports a loss of about 10% in revenue on some ten installations for the period from October to March, 1907-8, and 1908-9 respectively.

The Minneapolis General Electric Company considers the effect on revenue only a momentary decrease.

The New York Edison Company estimates the effect on their revenue will lie somewhere between 5 and 10% reduction on existing installations.

The Philadelphia Electric Company reports, during the early stages of the introduction of the tungsten lamp, a reduction in revenue of about 12% and in recent cases a reduction of only 5%.

The Rochester (N. Y.) company reports out of 15 consumers for the past year, as compared with the same consumers a year ago, an increase of 8%. This company is one of the most aggressive in the intro-

duction of tungsten lamps and one which has secured the installation of an exceptionally large percentage of large units—particularly the 100 and 250-watt lamps.

The Union Electric Light & Power Co., of St. Louis, reports that 30 installations would seem to show a reduction of 30%, but the tendency is to burn more lights and burn the lights a longer period. The connected load where tungsten lamps have been installed has fallen off at a higher percentage, but the consumption gives an increase for kilowatt hours over the kilowatt demand, thus maintaining the load factor. The change in this case has been so gradual as to have no noticeable effect on the receipts of the company, the total receipts more than offsetting the estimated reduction.

The San Francisco company reports that on a number of installations, the average watts per candle last year was 3.4; this year 2.73. The revenue last year was 1.8c per candle-power, whereas the revenue per candle-power this year was 1.48c.

The St. Paul Gas Light Company reports that the use of the tungsten lamp appears to decrease both the connected load and the revenue at first, but it has gradually increased the revenue up to or exceeding the original amount with a decrease in the original connected load.

The Washington Water Power Co., of Spokane, reports that, with very few exceptions, their customers' bills have very nearly maintained themselves, as the superior quality of light from the tungsten lamps has led consumers to light their stores longer hours than formerly.

The Potomac Electric Power Company, of Washington, D. C., reports, out of a list of 30 customers changed from other illuminants, a slight increase in revenue of 1% covering a period of six months. They state that this is due, in their opinion, to the company's policy of advocating the use of more light and raising the standard of illumination.

In general, we may conclude that, when the lamp is properly handled, when the central station gives the lamp its support and introduces aggressive methods of getting new business through soliciting, advertising, circularizing, etc., the tungsten lamp is a direct benefit, not only to the consumer but the central station; particularly to the latter because of the large field of new business which it opens up.

Central stations today do not furnish more than 20 or 25% of the light used in any given community. The remaining business offers a tremendous field for extension and growth. The tungsten lamp is the key to this situation. The lamps are here in sufficient quantity and quality; advertising aid is freely offered by the various manufacturers and there exists, therefore, no reason why central stations should not reap richest rewards through the use of the tungsten lamp. The situation is pregnant with possibilities for every central station company. Only one thing is needed and that is —action.

Making Rome Rise Again

The Story of a Live Man and His Methods

By Earl E. Whitehorne

TO most people the name Rome conjures up a stirring picture of the mighty Cæsar done to death in the glare of the spot light, a much crowding of heavy-handed ruffians in ill-fitting tunics and again the re-appearance of the late lamented before the massive curtain amidst great applause. When somebody mentions Rome, N. Y., one thinks of Paris, Ky., and Athens, Ga., and Pekin, Ill., and you say, "Oh! yes, another one of those struggling towns, originally Washewampum, but renamed through the devotion of the village school-marm."

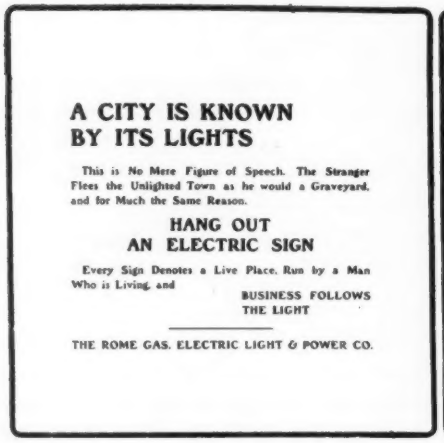
R. A Field, Supt.
Rome Gas, Electric Light & Power Co.
Rome, N. Y.

And so when you meet Mr. R. A. Field, and learn that he is the Superintendent of the Rome (N. Y.) Gas, Electric Light and Power Company, you may not see in it a real opportunity and in him the man who is making Rome rise again and, what is more, making it stay risen.

The city itself is well developed and prosperous, having over one hundred manufacturing industries, with good water supply, electric light and power at low rates and good pavements. Its 22,000 inhabitants are active and in touch with the world, so that it was by no means a barren field. But as is the case in so many towns, civic pride slumbered contentedly and merchants and business-men went along in the good old way oblivious to the growing competition from those larger, more progressive and far-reaching trade centres, the cities of Utica and Syracuse, only about one hour away.

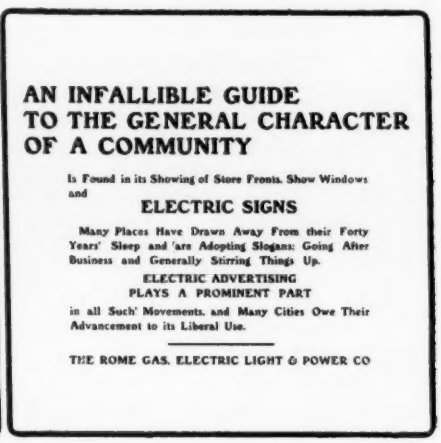
Mr. Field set to work last spring to wake up Rome, and to exert all the influence of the lighting company, to brighten the streets, the stores and the homes and invigorate every man, woman and child in the city with the personal touch of electricity. He went about it in his own original way. And Field's way is this: He has a XX, three-ply, hand-tooled, never-slip sense of humor, that went into commission on his original birthday and has never had a vacation since. What is more, he uses it in his business, and he backs it up with a cheerful countenance, a consequent faculty for making friends, and an amount of zest and application that keeps him Johnnie-on-the-spot no matter where the spot may jump to, nor how quick.

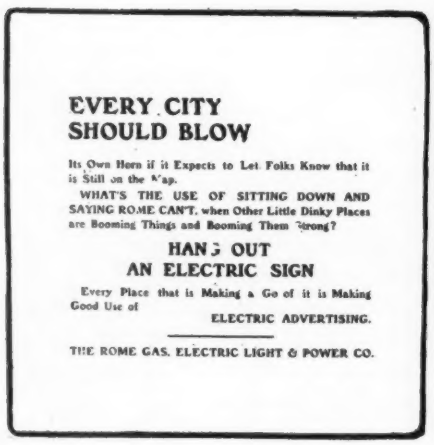
I was talking to Field one sizzling


A CITY IS KNOWN
BY ITS LIGHTS
This is No Mere Figure of Speech. The Stranger Flees the Unlighted Town as he would a Graveyard, and for Much the Same Reason.
HANG OUT
AN ELECTRIC SIGN
Every Sign Denotes a Live Place, Run by a Man Who is Living, and
BUSINESS FOLLOWS
THE LIGHT
THE ROME GAS, ELECTRIC LIGHT & POWER CO.

DARK STREETS ARE
INVARIABLY EMPTY
And as Such they Become a Gloomy but Powerful Expression of the Public Spirit of that City which Drones Along by Day and Pulls Itself Into Holes-in-the-walls by Night.
HANG OUT
AN ELECTRIC SIGN
And Let a Little Sunshine in.
These Things Call People Out, and Prove Rapid Stimulants to Solid, Industrial Growth and Increasing Trade.
ELECTRIC ADVERTISING
MARKS THE CITY.
THE ROME GAS, ELECTRIC LIGHT & POWER CO.

AS A MERE
MATTER OF MUNICIPAL
INVESTMENT
There is Nothing that Brings as Sure Returns as the Spectacular Lighting of the Business Streets of a City.
HANG OUT
AN ELECTRIC SIGN
Every One Will Help Your Business and Add to the Prestige of Our City.
People Looking for Places to Settle Down or Invest their Money in, Flee the City of the Unknown or Infrequent Electric Sign as they would a Sodom or Gomorrah.
FOR THE LACK OF SUCH THINGS
MEANS BUSINESS STAGNATION.
E ROME GAS, ELECTRIC LIGHT & POWER CO.


AN INFALLIBLE GUIDE
TO THE GENERAL CHARACTER
OF A COMMUNITY
Is Found in its Showing of Store Fronts, Show Windows and
ELECTRIC SIGNS
Many Places Have Drawn Away From their Forty Years' Sleep and are Adopting Slogans: Going After Business and Generally Stirring Things Up.
ELECTRIC ADVERTISING
PLAYS A PROMINENT PART
in all Such Movements, and Many Cities Owe Their Advancement to its Liberal Use.
THE ROME GAS, ELECTRIC LIGHT & POWER CO


EVERY CITY
SHOULD BLOW
Its Own Horn if it Expects to Let Folks Know that it is Still on the Map.
WHAT'S THE USE OF SITTING DOWN AND SAYING ROME CAN'T, when Other Little Dinky Places are Booming Things and Booming Them Wrong?
HANG OUT
AN ELECTRIC SIGN
Every Place that is Making a Go of it is Making Good Use of
ELECTRIC ADVERTISING.
THE ROME GAS, ELECTRIC LIGHT & POWER CO.

CLEAN PEOPLE
BUY MORE SOAP
THAN DIRTY ONES
And the Most Enthusiastic Users of
ELECTRIC ADVERTISING
Are Those Who Have Gone at it and
HUNG OUT
ELECTRIC SIGNS
These Things Pay, for they Bring Trade, and the Man who has Tried ELECTRIC ADVERTISING WANTS MORE.
MAKE THIS PERSONAL.
TRY IT YOURSELF.
THE ROME GAS, ELECTRIC LIGHT & POWER CO.

Six Newspaper Ads Used in the Rome Campaign

day last summer about fans and how to sell them, and he told me of some interesting experiences in Rome. I asked him to write me a letter when he got back home and tell me the story for the benefit of the fraternity. Here is what he wrote: it will give an insight to his mental attitude:—

* * * *

"Some wisehimer has said 'If you want anything done, leave it to a busy man, for the fellow who has time enough generally finds that it is little enough so far as getting results are concerned' or something to that effect, so you win. We have only had a week of real hot weather, but the day it struck, the mercury shot up as though its wagon was hitched to a star. We raked out and hitched up every fan we had in stock and the next day they were grinding away **on approval** in the homes and offices of a carefully selected list of prospects. We come in strong on the 'carefully selected' because it was put up to one of our young men that the number of fans returned from these first prospects would be in the inverse ratio to the care with which they were placed and that what we wanted was checks, not fans.

"In following them up to see that they were operating properly and incidentally to be on the job with any selling arguments that might seem pertinent to the issue, we were assured that eight out of ten would never come out; the ninth was still doubtful and the tenth was a bad guess so far as placing the fan was concerned, but it did give the prospect a chance to unburden his mind of some hot weather ideas about us and our ways. This was worth more than the sale of a fan, for it gave us a chance to adjust a difference and cool off a hot kick by getting the prospect's temper into cold storage before any damage was done and just to show that there is no hard feelings on either side we are going to sell him a vacuum cleaner, and so it goes.

"All there is to this hot weather selling proposition is to make a game of it, use some head work and team

Looking West on James Street, Showing "Romohawk" Emblem Sign. The Glare in the Distance is a Battery of Searchlights

IF YOU ARE DOING WELL

It is Pretty Good Business to Let the Fact be Known. It is Human Nature to Shun Places that Spell Failure, and People are Most Strongly Attracted by Success to Places that Look Prosperous.

HANG OUT AN ELECTRIC SIGN

Places so Marked are Generally Successful. Because the Same Mind that is Able to Distinguish a Good Advertising Proposition is Very Certain to be Able to Accomplish Other Things.

ELECTRIC ADVERTISING CERTAINLY PAYS.

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

IF YOU ARE FALLING BEHIND

If Last Month's Business Was Not up to that Done in the Same Period Last Year, then it's up to You to go into Secret Session with Yourself and the Salesbook and then Get Busy or Drop Out.

HANG OUT AN ELECTRIC SIGN

"There is Nothing Succeeds Like Success." (Unless it is a Good Bluff). The World Loves a Game Fighter, and—

IT PAYS TO PUT UP A GOOD FRONT.

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

IF THE OTHER FELLOW IS

Doing all that You Are and Doing it Better, If He Puts in the Same Number of Hours but Works Harder, If He Carries the Same Stock but Turns it Two Times to Your One, it May Not Mean that he is

A BETTER MAN

But if it Don't Mean That, then it Does Mean that You are Not Being Fair to Your Business or Yourself. In the First Case, Wake Up and

HANG OUT AN ELECTRIC SIGN

For the Same Reason that the Other Fellow Does. But if he is a Better Business Man, then Do It Because He Does.

SOME MEN SUCCEED BY IMITATING SUCCESS.

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

ALL MEN ARE NOT GIFTED

With the Same Degree of Commercial Acumen, but a Lot of Them are Going Along and Doing Well Because They Realize Their Limitations and Keep Their Eye on Some Fellow that is Farsighted and Successful.

HANG OUT AN ELECTRIC SIGN

The Most Successful Men in Their Various Lines are Spending the Most for ELECTRIC ADVERTISING, and They do it Because it Pays.

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

THE MAN THAT'S GOT HIS DIGITS

In the Scalp-lock of Success is a Safe Pattern to go by if You are Not Quite Sure Yourself.

HANG OUT AN ELECTRIC SIGN

They Bring Two Prospects in Where One Only Passed Before.

ELECTRIC ADVERTISING COUNTS

Just Enough Failures to Prove by Means of the Few Exceptions to the Rule, "That it is Generally Successful."

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

MONEY SPENT ON ELECTRIC ADVERTISING

Has a Trick of Coming Back and Bringing More. It Just Naturally Picks it up in Dark Places and Drags it Into the Light, and if You Make it a Point to be There Your Cash Register Draws it in.

HANG OUT AN ELECTRIC SIGN

And Go After the Shekels that are Now in the Dark.

ELECTRIC ADVERTISING CERTAINLY PAYS.

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

Six Newspaper Ads Used in the Rome Campaign

work, keep on the lookout for the psychological moment and jump in as though you meant it every time one turns up. Just because a man doesn't enthuse over a coffee percolator today, doesn't mean he won't be tickled to death to have you tack an electric fan onto his meter tomorrow.

"This calls to mind the case of a prospect whom we tried to land for an electric flatiron several years ago and it simply would not stick. We took a new tack and about every small current consuming device which we ever handled was tried in succession and we landed them just as we did that iron—not at all. One day, however, the man of the house needed a soldering iron in his factory (isolated plant) and as nothing else seemed to be safe he called up and wanted to buy an electric iron instanter. We inquired as to the nature of the work and found out that a heavy iron was needed and that they might never use it again, so instead of sending out a new one we loaned him one out of our shop and told him that if he ever needed it again to let us know.

"He returned the iron himself and was so pleased with its work and the world in general that he confessed to having about reached the point of putting in a few devices at the house. We took his order for a vacuum cleaner, electric fan, heating pad and several extra openings to plug them into, and when the stuff went up, we included a new electric iron and this time it was a sale.

"Now it's up to you, get busy with the blue pencil or dump this into the editorial waste basket. We are too busy getting business to care two whoops what you do with such stuff so long as it is off our minds."

Looking South on James Street from Liberty, Rome, N. Y., During the Carnival. Office of Gas & Electric Company at the Right. "Rome Sentinel" Opposite

The Rome business men have an organization called "Romohawks"—a sort of board of trade—devoted to the promotion of the city as an industrial and residential centre. The Romohawks, Field being a moving member, planned a grand carnival to be held in Rome three days in Sep-

ANY OLD TIME WILL DO

Well, Maybe it Will if You Are Referring to Your Finish. But if You Apply This Maxim to Getting Business, You're Wrong, My Boy, You're Wrong.

HANG OUT
AN ELECTRIC SIGN

There is No Time Like the Present. The Past is Gone and is Valuable Only For What You Can Learn From it. But Today is Yours. Make it Count For Something.

ELECTRIC ADVERTISING
IS GOOD ADVERTISING.

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

YOU DON'T CARE TWO WHOOPS

How Many Old Romans Were Put Out of Business in the Second Punic War.

But You Are Intensely Interested in Any Live, Going Proposition That Will Help You to Stay in Business by

BUILDING BUSINESS

Right Here in Your Own Town.

HANG OUT
AN ELECTRIC SIGN

There is Nothing That Will Attract More Favorable Attention to the Fact That You Are Alive and Still Doing Business.

CALL US
ABOUT THIS.

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

FOR EVERY MAN WHO HAS

Made a Fortune in the Dark. Ten Thousand Men Have Reached the Same End by Building Business in the Light, and These Have Not Risked the Penitentiary in Doing it Either.

HANG OUT
AN ELECTRIC SIGN

And in Case You Are Not Quite Sure That it is a Winner, Think of it This Way. It Would be Mighty Odd if All the Rest of the World Were Wrong, But They Are Not.

ELECTRIC ADVERTISING
HAS MADE GOOD.

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

THE MAN WHO GETS WEAK

In the Knees Every Time he Tries to Imagine What it Would be Like to Place Big Orders, Do Big Business, Hire an Army of Helpers and Meet Big Bills

WAS NEVER CUT OUT

For Any Establishment Larger Than a Country Store.

TO BE BIG ONE MUST THINK BIG.

HANG OUT
AN ELECTRIC SIGN

And Move Out Into the Center of the Business Arena.

GET READY TO
HANDLE MORE BUSINESS.

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

IT'S JUST AS EASY

TO THINK IN FIFTIES AND HUNDREDS AS IN NICKELS AND DIMES, and it's a Hanged Sight Easier to Manage a Big Business Than a Little One.

BOOSTING HELPS, OF COURSE,

But Almost Any Business Will Grow Big Unless You Are Continually Doing Things to Keep it Small.

It is Unfortunately Common Practice to Stunt the Growth of a Business by Being Original Enough to Swim Against the Current in Which Others Are Drifting to Success.

THE PATH IS BROAD AND THE WAY
WELL LIGHTED.

HANG OUT
AN ELECTRIC SIGN

And Grow Big By
Not Holding Back.

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

OUR WAY IS NOT THE ONLY WAY

There May be Others, and if Every One Wanted Just The Same Thing we Wouldn't Know What we Were Up Against.

Just Now we Are Particularly Interested in

ELECTRIC ADVERTISING
AT FLAT RATES PER WEEK

And the Plan is Meeting with Widespread Approval, for the Service in General Meets the Needs of the Hour, and the Rates are so Low that Every One Doing Business and Wishing to Let the Fact be Known, can

HANG OUT
AN ELECTRIC SIGN

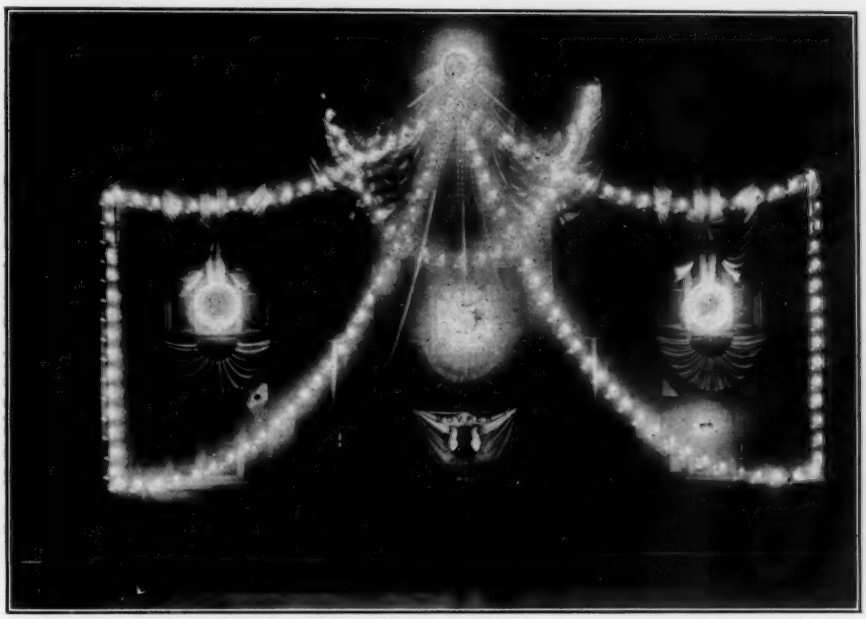
and Reach People who have Passed and Repassed his Place for Years and Never Known that he Was There.

ORDER A SIGN AND
GO AFTER THAT BUSINESS.

THE ROME GAS, ELECTRIC LIGHT & POWER CO.

Six Newspaper Ads Used in the Rome Campaign

tember, in conjunction with the Oneida County Fair which is the popular annual function in that section of the state. Field determined to make this affair a practical demonstration of the power of electric advertising, and for six weeks during the summer carried on a campaign of newspaper and general commercial activity which, to use his own words, "brought in a lot of wide awake prospects, rounded up enough to make a good showing and aided materially in promoting the carnival and perfecting a boosting organization which will hereafter keep Rome on the map by making the carnival an annual affair and the booming of the city a continuous performance."



Masonic Temple Decoration, 700 8-cp. Lamps. This Trim was Awarded First Prize of $50.00

The Rome Gas, Electric Light and Power Company has advertised in the newspapers steadily for a good many years, and they have put their confidence in copy and style rather than size of space. Field's six weeks' campaign followed consistently the familiar size and style, and reaped the benefit of the impressions cumulated in the public mind.

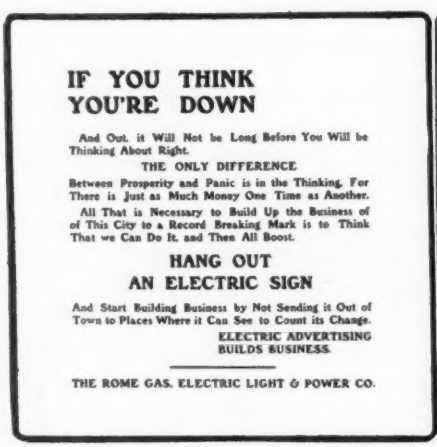
The electric ads were recognized on sight. Experience had proven them full of life, pertinent and interesting, and when the steady hammer of the fast following campaign was on, many a man who had gradually been giving more and more thought to their personal application was won over as a convert and a customer. As an evidence that the public was unquestionably impressed by this continuous, consistent, convincing style, it is known that in several instances, merchants have taken their copy in and asked the printers to make it look like the electric ads; also it has been a common thing to hear

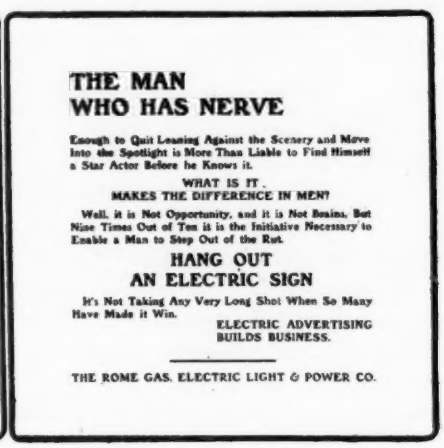
CLEARANCE SALES
PRE-INVENTORY SALES
And Other Trade Tonics are Sporadic Means Resorted to in in the Hope of Doing a Largely Increased Business for a Few Weeks in the Year.
IF INTERMITTENT BOOMS PAY
HANG OUT
AN ELECTRIC SIGN
And then Train Yourself and Your Organization to Run Under Forced Draught all the Year.
It Can be Done—it is Being Done. It Takes Good Machinery and Fine Attention to Detail. But these are the Things that Make the Difference Between a Battleship and a Mud Scow, or Between a Modern Store and a Cross Roads Loafing Club.
ELECTRIC ADVERTISING
ALWAYS PAYS, AND STEADILY.
THE ROME GAS, ELECTRIC LIGHT & POWER CO.

BY FITS
AND STARTS
Is no Scientific Way of Conducting a Business. If the Plant Can Run Under High Pressure Part of the Time and Make it Pay, then it can be Refined and Strengthened to Stand Continuous Operation at Forced Draught, and this is the Modern Way of Doing Ten Years' Work in One.
HANG OUT
AN ELECTRIC SIGN
IT IS HIGH GRADE, HIGH TENSION ADVERTISING.
Then Bring the Whole Shop Into Line. The New Speed Will Rack the Dead Wood. Put in New Men and go Ahead. Pension the Soldiers if you wish, but Don't Let Them Stand in the Way of the Workers.
YOU NEED
LIVE WIRES.
THE ROME GAS, ELECTRIC LIGHT & POWER CO.

YOU WILL NOT
FIND MANY PEOPLE
Groping Their Way Through an Unlighted Business Section or Stopping to Peer Into Dark Windows and Up at Black Signs Seeking to Identify Places to go to by Daylight in Order to Spend Their Money.
HANG OUT
AN ELECTRIC SIGN
Make it Impossible for Any Passer-by to Get Away Without Knowing That You Are There and That You Want His Business.
ELECTRIC ADVERTISING
AT SO MUCH PER WEEK.
THE ROME GAS, ELECTRIC LIGHT & POWER CO.

WE HAVE SAID
A FEW THINGS
FOR A WEEK OR TWO PAST ABOUT
FLAT RATES ON
ELECTRIC ADVERTISING
We Have Not Stated What Those Rates Were Because This is Not a Remnant Sale, and Because the Proposition is Big Enough and New Enough to Warrant Our Looking You up and Talking it Over.
IF THERE IS A BUSINESS MAN
IN ROME
Who Has Not Had Our Plan Outlined to Him and Who is Interested in Booming Business, we Wish he Would Raise his Hand—or Drop a Word Into the Phone.
A Tinkle of the Bell, a Click in the Ear and Our Man Will Start with the Proposition, a Book of Signs, and a Blank Contract.
SIGN UP and we will Put a SIGN UP.
THE ROME GAS, ELECTRIC LIGHT & POWER CO.


IF YOU THINK
YOU'RE DOWN
And Out, it Will Not be Long Before You Will be Thinking About Right.
THE ONLY DIFFERENCE
Between Prosperity and Panic is in the Thinking. For There is Just as Much Money One Time as Another.
All That is Necessary to Build Up the Business of of This City to a Record Breaking Mark is to Think That we Can Do It, and Then All Boost.
HANG OUT
AN ELECTRIC SIGN
And Start Building Business by Not Sending it Out of Town to Places Where it Can See to Count its Change.
ELECTRIC ADVERTISING
BUILDS BUSINESS.
THE ROME GAS, ELECTRIC LIGHT & POWER CO.


THE MAN
WHO HAS NERVE
Enough to Quit Leaning Against the Scenery and Move Into the Spotlight is More Than Liable to Find Himself a Star Actor Before he Knows it.
WHAT IS IT
MAKES THE DIFFERENCE IN MEN?
Well, it is Not Opportunity, and it is Not Brains. But Nine Times Out of Ten it is the Initiative Necessary to Enable a Man to Step Out of the Rut.
HANG OUT
AN ELECTRIC SIGN
It's Not Taking Any Very Long Shot When So Many Have Made it Win.
ELECTRIC ADVERTISING
BUILDS BUSINESS.
THE ROME GAS, ELECTRIC LIGHT & POWER CO.

Six Newspaper Ads Used in the Rome Campaign

people say that they always look for the "Electric Ad."

The following, quoted from a letter written by the editor of *The Rome Sentinel,* the leading local paper, is also interesting:—

* * * * *

"There is no question but that the marked improvement which has been effected both in advertising value of the copy submitted as well as in the more judicious use of space has been largely brought about by the example set by your company.

"The vigor and snap infused into any company's advertising by furnishing fresh attractive copy for every issue of a daily paper cannot but have a salutary influence on every other local advertiser, and when, as in your case, the reading public has been educated to expect a new idea, or a new presentation of an old one, every day for six or eight years the effect can hardly be overestimated."

* * * * *

But the secret of the pulling power of these ads, their *success in sales,* lies not in space or type, but in life and action and a refreshing originality in the telling of the story. Field says with true modesty, "In many instances the idea and possibly the phraseology was largely taken from articles by well-known writers, and in such instances we merely edited, adapted or revamped them to fit the exigency of the occasion. This gives us a chance to gracefully disclaim any credit other than that of having seen them first and used them for all they were worth."

When you read over the few ads reproduced here, however, you will see that there is considerably more in them than quotations. Every one of these ads is studied and finished. It is apparent that Field writes no ad until he has something to say, and it is not printed till that something is said in a new way, and a new way that will interest you and me—and that man Jones up the street who won't buy a sign. Out of 51 ads used in this campaign which I have read, there does not seem to be a single one that is useless or wasted: and the reason is this: When Field writes an ad he says to himself, "This is good silver money I am spending. I'll count my change!" And the result is a carefully studied, but a right-from-the-shoulder, man-to-man ad, that says something and says it quick.

When you make your living with a pencil and write ads because you have learned how and need the money, it is a sort of a blow to have a man like Field, who is running a central station in a little up-state city and presumably engrossed in that,—to have him reel off such inspirations as these in his own home-made ads. One ad begins—

"*The Man that's Got his Digits in the Scalp Lock of Success is a Safe Pattern to go by.*"

Another—

"*Clean People Buy More Soap than Dirty Ones, and the Most Enthusiastic Users of Electric Advertising are those who have Gone At It and Hung Out Electric Signs,*" *etc.*

And here in another ad is an orphic saying that is a gem—

"*The Man Who Has Nerve Enough to Quit Leaning against the Scenery and Move Into the Spotlight is More Than Liable to Find Himself a Star Actor Before He Knows It.*"

These are a few samples. Read the complete ads and you will see why the campaign brought results.

In speaking of the culmination of the campaign, Mr. Field said, "The carnival was a splendid success. It brought a lot of outsiders in and they had a good time for they were well taken care of and this advertised the town. Our own people received a gentle jar at our preparedness to successfully handle the increased load with so little apparent effort, and the favorable comment did not hurt us. Realizing that your professional magician never spoils a trick by explaining its workings, we looked happy and never let on that we had the whole fifteen thousand lights safely balanced and hooked onto a three phase motor circuit that had practically finished its day's work on the union schedule a good hour before the carnival lighting got into the game.

"The signs already erected are making it much easier to turn prospects into contracts and the removal of decorative lighting after the carnival has left the streets so dark by contrast, that we are now quietly fostering a healthy sentiment looking toward the installation of considerable extra or spectacular lighting in the business districts."

A Dollar Idea

By Roy G. Munroe
The Denver Gas & Electric Co., Denver, Colo.

IN selling electric irons as in selling anything else we find it a great help to time our calls opportunely. For instance, in planning our week's work we usually try to arrange to spend at least part of the ironing days—which are for most families Tuesday or Wednesday—in placing irons out on trial, and in calling back for the purpose of selling those already out.

In planning the day's work we arrange to make all our calls during the forenoon on the east side of the streets, and during the afternoon on the west sides, thus calling at the time when the hot sun streaming in through the kitchen makes any heat saving device of interest. Incidentally one of our reasons for making our strongest campaign on irons during the spring and early summer is that at these seasons the electric bills from month to month are decreasing, or at least remaining equal, and the increased consumption is not apparent.

An Employees' Competition in Toronto

Last May the following announcement was distributed among the employees of the Toronto Electric Light Company, Ltd., Toronto, Canada:

Employees' New Business Competition

First Prize . . .	**$20.00 Cash**
Second Prize . .	**15.00 Cash**
Third Prize . . .	**10.00 Cash**
Fourth Prize . .	**5.00 Cash**

The Sales Department has set aside the sum of Fifty Dollars, to be offered as above, for the greatest number of new business prospects, furnished by employees of the Company, which lead to closed business.

The members of the Sales Department are debarred from entering the competition; all other employees are eligible.

All that is necessary is for employees to make use of the forms (which may be had on application to Mr. Harry Martin at the Service Order Counter) and note the names and addresses of persons who may be interested in either electric light, electric power or any electric appliances.

In the Sales Department a card index is kept showing the name and address of every person who is being canvassed.

If the name submitted by an employee is already entered on this index, this name will not be considered. If not, it will be immediately entered, and a salesman sent to canvass the business.

If secured, it will be credited to the employee submitting the name, as one name for the Prize Competition.

Is your grocer, your butcher, your druggist, etc., using electric light?

Have you a friend buying or building a new house?

Do you notice a new store opening up as you come to work or take a Sunday walk?

Do you know a dressmaker who could make use of an electric sewing machine motor, or a carpenter who could use a small motor in his shop?

If so, speak about it to your friend, and, if there seems a prospect of business, fill out a card and send it in.

These cards should be left at the Service Order Counter, if convenient.

Scott Street employees may leave them with the storekeeper, to be sent into the office with the mail.

Teraulay Street and Defoe Street employees may hand them to the foreman of the station to be forwarded with load records, etc.

The competition will close on December 30th, and prizes will be awarded on December 31st, 1909.

If taken up properly by employees, and successful, it will be continued from year to year, and probably enlarged and extended.

Cards are ready now, and may be had on application at the Service Order Counter, or from the Superintendent of the department in which you are employed.

Yours truly,

W. A. MARTIN,

Secretary and Sales Manager.

Toronto, May 31st, 1909.

On October first this follow-up notice was issued:

TO THE EMPLOYEES OF

The Toronto Electric Light Co., Limited

There are but three short months intervening between now and the New Year. December 31st the $50.00 will be distributed to the employees who have closed the greatest volume of business during the contest.

With the approach of Fall, electric toasters, chafing-dishes, and coffee percolators will become popular. Approach your friends regarding any or all of these appliances. Carry one of the booklets, "Electricity in the Home," with you. Make a special effort to secure this class of business.

Suggest to your grocer that an electric coffee mill will save labor and time; to your butcher, an electric meat chopper, and to your baker, a dough mixer, electrically operated; to the shoe repairman, an electrical outfit.

You may have as many cards as you can use.

Fill the blanks carefully, giving all the information you may have regarding the prospective purchaser. Make up your mind that YOU will be a prize winner.

Yours truly,

W. A. MARTIN,
Secretary and Sales Manager.

Mr. Eugene Creed, Chief Agent Power Department, reports considerable activity among practically all classes of employees and as a result a very gratifying amount of new business has been closed. All of which proves that there is no employee of a central station, however humble in rank, who cannot influence prospective customers. Moreover, it means a healthy participation and a feeling on the part of every member of the force that he or she is a factor in the prosperity of the company.

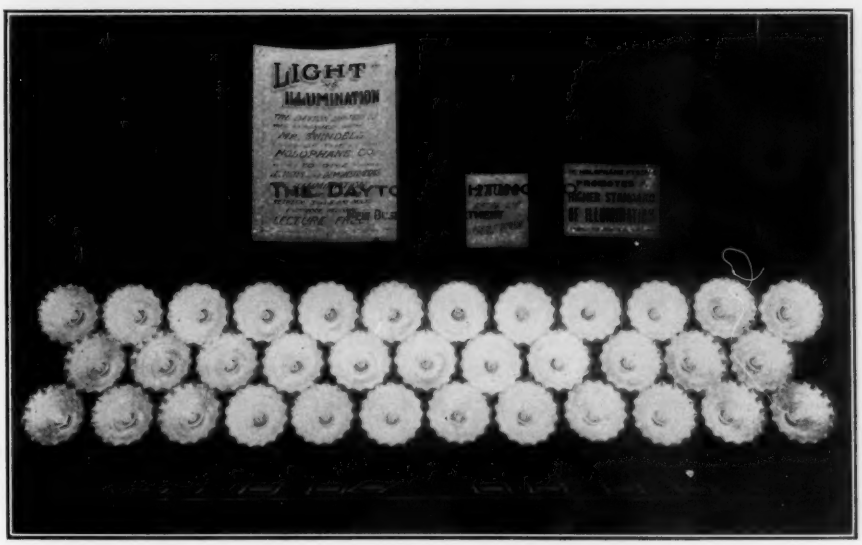
The expense of such a competition is negligible, but it means that for the money that would in natural course be paid to a single solicitor, for say two weeks salary—here we have every man and woman connected with office or plant, developing all possible opportunities for a period of six months—and after if properly encouraged. Also—it is a very logical and convincing example to the sales department, by the same token that it is always a healthy stimulant to any man of business to be ill occasionally for a short period and realize that the world still rolls on.

More Activity in Dayton

THE Dayton Lighting Company, Dayton, Ohio, is in the midst of a three months campaign for new business which is reaching every class of prospects and customers in the territory covered by its lines.

Circular letters, follow-up letters, enclosed postals, advertising every day in all the papers, personal inter-

Window Display Dayton Lighting Company



Companion Window, Giving 22,000 End-on Candle-power

views by the solicitors, lectures by representatives of manufacturers, illumination, cooking and power demonstrations, a prize contest among the company salesmen for the most new business each week, close cooperation among the employees—as a matter of fact everything in the way of a good thought is being put in practice to accomplish results. The campaign is directed toward the education of the public as individuals, in the detail and effect of the company's service, and window demonstrations and display are featuring largely.

The pictures show an interesting example of the telling effects which may be produced by the use of a bank of lamps. Two adjoining sections of the Dayton Lighting Company's front were trimmed to show a comparison between primitive and modern methods of illumination. One window contained 10 candles and 7 oil lamps. The other window was a blaze of light that made a path of brightness across the street and brought out the opposite buildings in bold relief. The bank of lamps contained 35 100-watt tungsten lamps, equipped with Holophane Reflectors, and giving an end-on candlepower of 22,000. It was operated on a flasher.

A Dollar Idea

By George W. Barlow, New Bus. & Adv. Mgr.
Indiana & Michigan Electric Company, South Bend, Ind.

"FILCHING" of lamps from sockets used in sidewalk, bridge, arcade, and public building lighting has long been troublesome and the practice is now doubly serious because of the high cost of tungsten lamps. Lock sockets operable by key are expensive, especially where lamps are already installed. Moreover, any key opening device invites a certain curiosity in sneak thieves who are always early in the game with keys.

A round or two of good friction tape put on while the lamp is burning and warm will very effectively prevent the removal of a lamp by unauthorized persons without the use of a pen knife or other device, the use of which is sure to cause notice. Also there is some likelihood of a thief getting a shock, a thing to him far more serious. Such a tape seal is hardly noticeable, especially when a reflector is used, and as reflectors are (or should be) removed at each renewal, the time required is negligible.

The Woman's Club a Prospect in Leavenworth

THE donating of current to church festivals, the loaning of cooking appliances to sociables and fairs, and the occasional electrical decoration of charity bazaars without charge, has long been general practice among progressive central stations. Little attention, however, has been given to developing the approval and support of the Woman's Club.

In the developing of residence business it is the attitude of the woman which hastens or hinders the movement, and inasmuch as the sale of household devices is for her account it is directly to her that the appeal should be made. To this end a number of central stations have arranged demonstrations of cooking by electricity before women's clubs and the results have been gratifying. As a further step along this line, Mr. E. S. Springer, Manager of the Leavenworth Light, Heat and Power Company, recently prepared a paper for presentation before a literary society of which his wife was a member.

In talking of the matter Mr. Springer said, "You will probably think it considerably nervy on my part to work such things in at these meetings, but as long as it made the hit that it did, I feel no regrets." It seems that Mrs. Springer protested against this at first, but finally consented to read the paper provided he would give her the details. When the paper was read, the society forgot its rules prohibiting discussion and spent almost an hour talking about it, everyone being much interested.

The impression made in this manner was probably stronger and more moving than many dollars spent in advertising and many personal calls.

The paper follows:

ELECTRICITY IN THE HOME

By E. S. Springer, Manager

Leavenworth Light, Heat and Power Company, Leavenworth, Kan.

The subject of Electricity in the Home may appear more or less of a familiar nature to most of you who come in daily contact with these very useful adjuncts to home life; yet it is doubtful if their utility can be fully appreciated by one unless she has been placed where she can fully enjoy the benefits of the many electrical appliances that are now on the market.

A few years ago electrical devices for household use were in a state of development and were more or less of an experiment. Today, the experimental stage has been passed and appliances are of a thoroughly practical and common-sense nature, not only from the standpoint of efficiency, but also from the more essential standpoint, economy.

I know of no better method of illustrating this than to compare the methods of fifty years ago and those now in vogue in the modern home; or, to make the results all the more striking, let us assume that we are living in a house similar to one

erected by a Mr. Hillman in Schenectady, N. Y. This house is commonly called the "house without a chimney," and actually has no kitchen chimney in its construction, Mr. Hillman relying entirely upon electricity for heating, lighting and cooking. Let us assume further that our great grandmother, whose demise occurred fifty years ago, has suddenly materialized from the Spirit World and descends upon us for a week's visit.

She arrives just as we are preparing to retire, and, after the usual preliminaries, is escorted to her room. As we reach the door of the room, we push the electric switch, flooding the rooms with light. This unseemly manner of securing light so seriously startles her that it is only with considerable coaxing on our part that we succeed in getting her to enter, and then only after a careful examination of the source of the light. She has many startling surprises while with us, but the electric light appears to her to be the most supernatural. She fails to comprehend how a little hairpin stuck into a bottle (to use her own words) can produce so much light.

The evening being very sultry, we step to the wall-switch and turn on the electric fan, which, following so closely upon the sensation produced by the electric lights, creates such consternation that it is feared she may again depart to Spirit Land. Restoratives, however, soon bring about her recovery, but she now suffers from a severe nervous headache caused by the undue excitement. A quick application of the electric vibrator, or massage machine, demonstrates to her the effectiveness of the modern headache cure.

The next morning she is awakened by an electric bell, which introduces her in the course of the day to a series of events of a startling nature. Upon her arrival in the kitchen, she is somewhat surprised to see no evidence of any preparation for breakfast. Breakfast, however, is announced and we conduct her, with a bewildered expression, to the dining-room. After all are seated, we turn to the sideboard and serve the cereals which have been prepared in an electric cereal cooker. While this is being eaten, the electric toaster and electric disc-stove furnish toast and scrambled eggs, while the rich aroma from the coffee, being prepared in an electric coffee percolator, delights the nostrils.

After breakfast is over the dishes are placed in the electric dish washer and preparations are made to begin the weekly laundry, the terror of most housewives. The electric washing machine is put in operation by simply "snapping the switch" and it proceeds to do practically all the work except hanging out the clothes, the machine being equipped with a ringer driven by the same power. While the clothes are drying, she views with wonder the daily process of sweeping with a vacuum cleaner, operated by electricity. After the clothes are dried, the electric iron is brought into use and its efficiency demonstrated in the very rapid disposition of the linen now ready for use.

The wonderful effects of electricity in the household now make such an impression on the old lady that she becomes curious to know the full extent of its uses. She begins to realize that electricity—not woman—as a drudge, is the main factor in the performance of the general routine work of the day. This fact is more fully demonstrated to her after witnessing the use of the electric buffing machine for polishing the silver, the electric sewing machine motor, the electric meat chopper, the electric hair dryer, the electric foot warmer, the electric baby milk warmer, the electric serving tray heater, the electric plate warmer, the electric chafing dish, the electric lawn mower and the electric ice machine.

During her sojourn with us, she is constantly comparing the new with the old methods, and being of an exceedingly practical mind, considering that she is from the Spirit World, she insists upon familiarizing herself with the modern methods, creating much amusement. The most feminine of all is her daily use of the electric vibrator and the electric curling iron to smooth out the wrinkles and curl her hair so that she may be young again and enjoy the many pleasures of the electric home.

But to return to the serious side of the subject—electrical appliances in the home will eventually be the solution of the perplexing "servant-girl question." They will

be the means of so lightening the burden of housekeeping that the average housewife will dispense with the servant and do the work herself, and even then will devote less time and energy to it than at present. People hesitate to adopt these measures, fearing the cost, but such fear is ungrounded, as the following table, computed from the rates prevailing in Leavenworth, will show:—

20-cp. Tungsten Lamp costs ¼ cent per hr. to operate
Electric Toaster " 4 " " " " "
" Chafing Dish " 5 " " " " "
" Coffee Percolator " 6 " " " " "
(or six cups of coffee for one cent.)
" Sewing Machine costs 1c per 10 hrs. to operate
" Washing Machine and Wringer costs 2 cents per hour to operate
" Iron costs 2 to 4 cents per hour to operate
Electric Fan for Resid'ce costs 1/6c per hr. to operate
" Vacuum Cleaner " 2 cts. " " " "
" Heating Pad " 1/6 " " " " "
" Curling Iron " 1/10 " " " " "
" Buffing Mach. for polishing silver " 2 " " " " "
" Dish Washer (family size) " 7 " " " " "
(or about 1½c for washing the dishes after each meal.)
" Lawn Mower (family size) costs 5 cents per hr. to operate
" Vibrator " ½ " " " " "
½ pt. Baby Milk Warmer " 4 " " " " "
(or less than ½c for ½ pt. of milk.)

A complete electric range, very similar in appearance to the modern elevated oven gas range, can be operated at a slightly reduced cost as compared with gasoline, but at some increase over natural gas.

A Dollar Idea

IN practically every house and store there are a certain number of empty sockets. Lamps have been removed, perhaps, to substitute for others that have burned out in sockets used more constantly or they may never have been installed because there seemed no especial necessity.

Every one of these sockets if it contained a lamp would be used occasionally, and the aggregate consumption would mean a good many extra dollars to the central station.

Proof—One of the western companies recently sounded a slogan—"Fill up the Empty Sockets" and it was featured in red ink on bill-heads, letter-heads and advertising matter for several months. It resulted in an appreciable increase in residence consumption, and a considerable number of additional lamps were purchased.

The Illinois State Convention

ON October 26, 27 and 28, the Illinois State Electric Association held its annual convention at the Illini Hotel, Alton, Ill. The weather was propitious and about 150 members and 50 manufacturers' representatives were in attendance. The manufacturers' exhibits were unusually elaborate for a state convention, and the meeting was very successful from a business standpoint.

It is worthy of note that the number of papers presented was restricted to six, covering distinct phases of the central station problem, and the great part of each session was given over to active and interesting discussion. These papers were as follows:—

"Lighting Rates in Small Towns"—Mr. W. J. Whetzel, Eureka Electric Light Plant, Eureka, Ill.

"Lighting Rates in Towns of Over Fifteen Thousand Population"—Mr. M. G. Linn, Bloomington and Normal Railway & Light Co., Bloomington, Ill.

"The Relation of the Electric Vehicle to the Central Station"—Mr. H. W. Dickerman, Rockford, Ill.

"Gasoline Lighting"—Mr. David Davis, Litchfield Gas & Electric Co., Litchfield, Ill.

"Power"—Mr. F. H. Golding, Rockford Electric Co., Rockford, Ill,

"Advantages of the Tungsten Lamp"—Mr. John G. Learned, North Shore Electric Co., Chicago, Ill.

In the course of the discussion some very interesting information was brought out. In talking about rates, Mr. J. R. Cravath said that he disapproved of the charge based on connected load for residences, as it tended to discourage the use of convenient lights in closets, cellars and similar out-of-the-way places. His company figures the number of occupied rooms, multiplied by 1200 watts charging at 15c per kwh., with the excess at 6c. It was suggested and favorably discussed that a liberal discount on prompt payment of bills costs less than the salaries of collectors, and has a very good effect on the customer, as it results practically in the reduction of the rate.

Much interest was shown in automobile charging. Mr. Golding of Rockford stated that his company secured an average income of $60.00 from the 140 cars in service. An average of $48.00 per car per year was obtained from 57 private charging plants. Their rates are 6 cents per kwh. for private garages and 4 cents for public garages, who re-sell to the public at 6 cents. Another company reported an income of $8,000.00 per year from 139 cars. The Commonwealth Edison Company, Chicago, reported 2,300 electric vehicles in use in Chicago. The fact, that the average cost to feed the horses in that city is $125.00 per year, shows the possibilities of the business.

In another instance, there being no competent garage man, one of the member companies installed one of their own men in business as head of a public garage under his own name. He was able to care for 40 or 50 cars, charging 50 cents per week and developed an income reaching $175.00 per month.

Following Mr. Golding's paper on "Power," there was considerable discussion on the subject of pumping, which showed that there is a growing interest in this class of business.

The following officers were elected to serve the ensuing year:—

President, E. E. Smith, Manager of the Kewanee Light & Power Company, Kewanee, Ill.

First Vice-President, W. G. Austin, of Effingham.

Second Vice-President, H. A. Foster, of Fairbury.

Third Vice-President, J. J. Frey, of Hillsboro.

Fourth Vice-President, F. H. Golding, of Rockford.

Treasurer, E. MacDonald, of Lincoln.

Secretary, H. E. Chubbuck, of La Salle.

Assistant Secretary, C. A. Willoughby.

Executive Committee: W. B. McKinley, F. J. Baker, E. S. Schmidt, F. M. Sinsabaugh and David Davis.

POWER

By F. H. Golding

Rockford Electric Co., Rockford, Ill.

Abstract of a paper read before the Illinois State Electric Association, Alton, Ill., October 25-27.

Hours of usage can probably be taken as the most important factor in making a power rate and the consumer whose business can be regulated to suit an "off peak" schedule as well as the twenty-four hour consumer with a fair load factor, such as a paper mill, refrigerating plant or knitting mill, must be considered as much more desirable than the ten-hour consumer whose power overlaps the lighting peak, and should in consequence be entitled to a much lower rate.

The load factor is also a very essential feature of power business and should receive careful attention, and the burden imposed on the central station by an installation with a low load factor should be, at least in part, borne by the consumer in the form of a proper adjustment of rate.

In determining a rate the capacity demand is a question which requires judicious handling, for if a general rule basing it on the horse power connected is followed, a hardship is imposed on the consumer with individual motor drive and on the one who purchases larger motors than are necessary at the time, with a view of providing for the future expansion of his business. Undoubtedly the most satisfactory method of arriving at the capacity demand element is by the installation of recording maximum demand indicators, the demand being based upon the average of a pre-determined number of peaks, of three or five minutes' duration each, occurring in any one month. In cases where the cost and maintenance of maximum demand indicators would not be justified, fairly good results may be obtained by basing the capacity demand upon the connected transformer capacity when alternating current is used and upon control of fuse sizes or with a circuit breaker when direct current is used.

The most equitable power rate is one which embodies a suitable readiness-to-serve charge per kilowatt of maximum demand plus the current consumed at a meter rate, the flat charge to cover a proper proportion of general expense, distribution expense and investement charges, and the meter rate to be based on station costs plus a suitable profit. In cases wherein the central station can con-

trol motor sizes and thus assure a reasonably high load factor, a demand rate with readiness-to-serve charge based on horse power connected is applicable but such a rate cannot in fairness be used to cover all installations.

In planning a systematic power campaign it is well to obtain complete and accurate data on each plant which may be considered a prospect. This data should embrace operating costs in detail, size, make, age, and condition of the various classes of equipment, original cost of equipment, general condition of power plant and any other pertinent or unusual facts which might have a bearing on the subject. If possible the engine, or engines, should be indicated and a record of the average and maximum loads thus obtained. It is seldom wise to accept the prospective consumer's estimate of his requirements in lieu of the engine indication, as the average manufacturer will invariably over-estimate the horse power used in his plant.

Information of this character is not usually difficult to obtain, because as a general rule a factory manager either has so little knowledge of his costs that he is glad to have an expert work them out for him or else he thinks he is making power cheaper than the central station can sell it and will give the desired data for the purpose of demonstrating to the power man that he (the factory manager) knows the game better than the central station does. With an accurate report of this nature before him it is comparatively easy for the central station man, before opening negotiations with the prospect, to determine whether a proposition can be made which will interest him and can also avoid the humiliation of submitting a power proposal to a manufacturer only to be shown that he is already making his own power cheaper.

Soliciting power does not bring as quick returns as the same effort on light solicitation will because as a rule a considerable investment on the part of the prospective consumer is involved and the average manufacturer is from Missouri when the expenditure of a large amount of money is required where it is a little out of his manufacturing line, so that the power man has to be possessed of a great deal of lasting enthusiasm as well as of unlimited patience. One company which kept a man on power exclusively for two years is now trying the experiment of training lighting solicitors in power work and eliminating the special power man, with excellent results thus far, the theory being that whereas the power man's frequent rebuffs tend to cause him to lose heart, the mixing up of light solicitation with power enables the representative to secure some business and so keeps him from becoming discouraged.

In our effort to secure the larger plants for our own, we should not lose sight of the little fellows as it only takes a few to equal a big one—and usually a much more profitable one than if it were one consumer. One Illinois company recently decreased its direct current district and in the course of reconstruction, replaced about 350 horse power in direct current motors with alternating current units. This company's restricted direct current district was generally supposed to be "saturated" but within three months every one of the motors involved in the 350 horse power exchange had gone back on the company's lines and the largest single installation was not over fifteen horse power. The average revenue from this lot of motors is easily seven cents per kilowatt, whereas the company would undoubtedly be glad to get a single installation of the same size and load factor as this aggregate, at little more than a third of seven cents.

LIGHTING RATES IN TOWNS OF OVER 15,000 POPULATION

By M. G. Linn
Bloomington and Normal Ry. & Light Co., Bloomington, Ill.

Abstract of a paper read before the Illinois State Electric Association, Alton, Ill., October 25-27.

I believe that the two-rate basis is the one that is fair to the consumer and will protect the interests of your stockholders. The two-rate basis encourages the long burning customer, whether he be a large or a small user, and the long burning customer is the one whom we can afford to sell current to at a low price.

To determine your fixed charges for your primary rate, you must first determine what is the amount of your investment. $125 per kw. for station capacity is usually considered a fair average for this investment for the business district. On this investment you should be allowed a reasonable rate of interest, depreciation and profit; 5% for each of these items should be fair, making a total of 15%. 15% of $125 is $18.75 per annum, which is $1.56 per month. After determining how much return you are going to require for your investment, you must decide on what basis you are going to charge your customer for the amount you have invested to serve him. The Wright demand meter will determine this accurately, but many of the smaller stations hesitate to invest the money and a basis of one hour's burning per day for the connected load has been accepted as a basis. For a matter of easy figuring, it is taken on a basis of 30 hours per month for the connected load. This is on the theory that if the customer's primary rate is a little high for the short months he will gain the advantage in the months which have 31 days.

You have established that you want $1.56 to cover your fixed charges and should receive a compensation for every kw. installed in your station for your business district, and this amount which means dividing your $1.56 by 30 kwh. gives you a cost of 5 1-5c per kwh.

In considering the cost of current, the cost at the customer's meter should be taken, instead of the switchboard cost. Almost all electrical companies watch their switchboard cost very carefully. How many of us watch the cost at our customer's meters? The question of leakage alone is an enormous item. I have heard of plants where it runs as high as 50%. It is very common to find it running from 30 to 33 1-3% of the station's output. This leakage may be due to tree grounds, too many small transformers or other causes, but after the loss has been determined, it gives the company an opportunity to find whether the losses are reasonable or whether some corrections should be made in their installation.

The following items should be taken into consideration to determine the cost at your customer's meter,—switchboard cost, expense of distribution, maintenance, general expense, management, taxes, insurance and depreciation. After you have found out what the cost of current is at your customer's meter, adding to it what profit you want, and adding to this your 5 1-5c per kwh. for fixed charges, would give you your primary rate.

The secondary rate should be based on the cost of the current at the customer's meter, plus the profit you want on it.

As an illustration, let us assume

that it cost 2½c per kwh. to deliver current at your customer's meter and that you want to operate your property on a basis of 50%. This would give you a secondary rate of 2½ plus 2½ or 5c. Adding to this your fixed charges of 5 1-5c, would give you a primary rate of 10 1-5. Probably no station would make a rate of 10 1-5c, but would make this a basis of 10 for the primary rate and 5 cents for the secondary rate. If this property did as most plants do, offer a discount of 10% for prompt poyment, it would mean that the customer would pay:—

For	1	hour's	burning	of	the	connected	load	9c per kwh.
"	2	"	"	"	"	"	6.75	"
"	3	"	"	"	"	"	6	"
"	4	"	"	"	"	"	5.6	"
"	5	"	"	"	"	"	5.4	"
"	6	"	"	"	"	"	5	"

This gives your long burning customer a rate of 5c.

This method of rate-making is new to a large percentage of towns in Illinois and if it should be adopted it would mean a campaign of education. From the best information that I can gather, the cities which have adopted this rate, and it embraces such as New York, Chicago Des Moines, Omaha, and Cleveland, have met with great success and as soon as the customers became familiar with the rate, they were well satisfied. It further means a greater uniformity of rates, and we all realize that special rates as far as practicable should be eliminated. If your customers are all paying on the same basis, there can be no question about two merchants discussing confidentially the rates they are getting from the lighting company, and the consequent complaint the following morning from the man who is paying the higher rate.

In the residence district, some companies use exactly the same rates that they do in the business district, but charge for a percentage of the connected load varying from 33 1-3% to 60%. This does not seem fair to me nor necessary. The probability is that in a plant which has an investment of $125 per kw. installation capacity for the business district, would have invested $175 per kw. for the residence district. This would mean that to protect your 15% for interest, depreciation and profit you would have to have $26.25 per year. One kw. 30 hours' burning per month figures that you would have to charge your customer 7.3 per kwh. instead of 5 1-5c, which was figured for the business district.

I further believe that in any city which will adopt this two-rate basis, it would not be necessary, at least at first, to use the same rates for the residence district that they do in the business district, because most companies today are getting more money for residence service and they should, for their own protection, demand higher rates. A town which would establish a rate of 10 and 5 for their business district probably could establish a rate of 15 and 7 for their residence district. Considering allowing the customer a cash discount of 10%, this rate would mean that the residence customer would pay:—

For	the	first	hour's	burning	13½c	per	kwh.	
"		second	"	"	9.9	"		
"		third	"	"	8.7	"		
"		fourth	"	"	8.1	"		
"		fifth	"	"	7.7	"		
"		sixth	"	"	7.5	"		

I have heard criticisms on this method of rate-making in that in advertising a reduction, it would mean that the consumer would not get any reduction, particularly in the residence district, as not enough current would be consumed to give him the benefit of the secondary rate. To prove the fallacy of this argument, a town was selected in Illinois. This town is now charging 15c without any discount for its residence business. The rate which was to be considered was 15 and 7 with a cash discount of 10% for prompt payment. The connected

load was counted in the residence district and the customers' bills were figured out for one year on the basis of the current which they had consumed for the preceding year. A minimum of $1.00 per month was contemplated and the result was that all bills which ran below $1.00 were not allowed any cash discount. The result showed that if the rates had been 15 and 7 that it would have effected an average saving to the consumer of 18%. The same policy was pursued in the business district and it showed an average saving to the customer of 28%.

I do not wish to assume the position of advocating a reduction in rates unless the gross income of the business justifies it. I do believe, however, that many of us can make more money by reducing rates in line with the growth of our business, because as our rates are reduced, our business should grow, not only enough to keep up our gross income, but to largely increase this income.

My experience is that the plants which have had low rates are the plants which are doing the large electrical business and, consequently, showing large net profits.

This, to my mind, applies to power rates as well as lighting rates. Within the last year, I have had an opportunity to investigate the cost and volume of business in several towns in central Illinois. I was very much impressed with the fact that in towns of practically the same population, one town which had had very low electrical rates for the past 10 years, had a very large volume of electrical business with a proportionate net profit. It is true that that town is so situated for coal that it could afford to make lower rates than most towns in the state. But this town with the large electrical business was compared with a town of practically the same size and much less general electric business, and the second town had over three times the power business. Investigation showed that the town with the large power business had for years enjoyed low power rates.

I happen to know of another town, that about 2 years ago, in the month of May established new rates which meant an average reduction of 20%. The management realized that to keep up their gross receipts, it was necessary to take on a large volume of new business. In closing up their business at the end of December, they were very much pleased to find that the gross receipts had increased 10%, and their net receipts had increased in proportion. This gain was made in only eight months after a material reduction in rates.

The introduction of the tungsten lamp has made many electrical companies hesitate to reduce their rates. I think we are all satisfied that the tungsten lamp is now commercially a success, and here to stay. Which will make us the more money, to push tungsten lamps with reasonable rates; increase largely the number of customers we have, or allow the gas companies with their modern burners to take a large proportion of the business we should have? Dollar gas is becoming very general throughout central Illinois, and at this price, it is going to be very difficult for electrical companies to compete unless they keep their rates in line with the gas companies. If this is done, the necessary publicity given to what you have to sell, the proper solicitation, and the using of scientific glassware, gas should be confined to heating and electricity be used exclusively for illuminating.

Our Business and Yours

The Winter Fan

"I WAS very much amused a few days ago," writes a good friend from the far west, "when a lady called to whom we had sold a small 8-inch residence fan during the heated period last summer. I remarked to her in a casual way that I supposed she had abandoned her fan through the winter months, and that I would like to interest her in an electric iron.

"'No, indeed,' said she, 'I have not abandoned my electric fan. I use it just as much in the winter as I did during the summer. When I want a fire I place the fan directly in front of the fire-place and turn it on, and it immediately kindles the fire for me.'

"I then mentioned that she would soon have to start a fire in the furnace. She said, 'I suppose so, and when the wind is blowing outside, it is so hard sometimes to get the hot air to come through some of the registers. But I had a fan back east and when I could not get the registers to work properly, I would turn the fan on over the register. It will soon suck the warm air up and circulate it throughout the room.'

"Can you beat it?" he asks, and then adds: "P. S.—I sold her the iron just the same."

It is indeed refreshing to find the customer applying his own reason, and finding new and unsuggested uses for the service; but is it not largely the fault of the central station that there are such unsuggested applications? The fan has long been recognized as an emergency heating adjunct, but has never been given the general publicity necessary to make a lasting impression on the consumer.

If the scheme is practical—if it works, and customers are finding it out for themselves, why is it not brought to the interested attention of every central station customer? The load will be small, but it makes for a greater intimate dependence on electricity.

A Salesman's Story

HERE is the story of a sale, an illustration of the unexpectedness of opportunity.

A salesman in an Ohio city, who specializes in high efficiency illumination and the winning over of gas consumers, was dining the other night in a hotel and sitting alone at a little round table. While he waited for his oysters, he was reading a copy of the October number of SELLING ELECTRICITY, and as he read, the three vacant chairs at his table were occupied, one at a time, by strangers.

"Finally," as he tells the tale, "my order was placed on the table and I

immediately closed the book and laid it on the table. The stranger on my right displayed considerable interest in the magazine, but appeared timid about picking it up, so I offered it to him and told him to look at page 133. He did so and laughed heartily, passing it on to the stranger on his right, who also passed it to the fourth stranger.

"This little incident broke the ice for general talk, electricity being the subject. I did most of the talking and I passed up a strong line of shop talk on electric lighting, tungsten lamps and other appliances. Finally, Mr. Stranger opposite me mentioned that he had tried tungsten lamps and discovered them to be 'expensive and flimsy,' and that he now was using nine gas arcs for general illumination, although the electric service was still in his store.

"This to me was indeed more than interesting, and as we all seemed to have plenty of time, I explained in detail just why his experience was so unsatisfactory, and also as to the proper methods that should have been employed for the most economical and efficient results. He listened to every word with the deepest interest and when I finally gave him my card, he passed his in return and requested that I call at his place of business and lay out an electric lighting scheme.

"SELLING ELECTRICITY has accomplished many things and done much good, but probably this is the first time it has ever brought together two strangers, a buyer and a seller."

And the moral is this: In selling the central station product every man is a prospect and "business hours" may mean any of the twenty-four.

What is News?

IN last month's issue of this magazine appeared an article on Advertising Methods in Montpelier, Vermont, describing a recent folder campaign in the interest of the Consolidated Lighting Company.

We have just received clippings from the two local papers aggregating about one column of solid type, in which they point with pride to the recognition of their city's activities and review the article at length, paying strong tributes to the progressiev methods of the Consolidated Lighting Company.

Probably the majority of central station men would never have considered such a magazine article in the light of news for the local press. It is hard to realize that the editor is news-hungry every day in the week, and that his idea of what is news may differ widely from yours, and also may depend largely on the amount of space he is trying to fill in his next issue. Every man rejoices in a reading notice and rightly so, for it is free publicity, advertising of the most profitable sort because presumably uninspired. But the reason why for many companies the favorable news items are so short and seldom is very largely because it is left entirely to the newspaper.

Let the editor decide what constitutes news. His blue pencil is always sharpened and his trash basket is used to work. He would rather scrap ten poor items than lose one with real news value.

So send in the news and do not hesitate for fear it will not be printed.

If Montpelier can get a column from a magazine article, so can you.

News and Reviews

A. J. Sweet Joins Holophane

Mr. Arthur J. Sweet will leave the Westinghouse Lamp Company on December 1st to join the Engineering Department of the Holophane Company. In his new position, Mr. Sweet will have charge of important new development work which the Holophane Company has long planned to undertake.

Mr. Sweet is a graduate of Cornell and satisfactorily completed three of the four years' course in electrical engineering at

Arthur J. Sweet

Massachusetts Institute of Technology. After a short apprenticeship course he spent three years with the Westinghouse Electric and Manufacturing Company, nine months with the Western Electric Company, and about two years and a half with the Westinghouse Lamp Company. His work throughout has been along lines of practical and theoretical development. In the lamp works he gained an intimate knowledge of photometric methods and equipment, and did considerable work in illumination design. His papers before technical bodies and articles in the trade press are well known.

In his University days, he was known as one of our best cross-country runners, and his personal popularity is attested by his membership in the Phi Gamma Delta and several college societies.

The work which Mr. Sweet will do with the Holophane Company includes assisting on important developments of special globes and reflectors for classes of service not heretofore covered by the Holophane products.

A New Service

Automobile Topics recommends the combination of the electric furnace and central station service in the manufacture of cast steel parts for automobiles.

Below we reprint a part of a recent article on the subject.

"On account of the high temperature that it develops, the electric furnace is being more and more employed for the production of cast steel, even in works which have no installation of their own for the generation of electricity, but which are able to procure, at a low figure, the energy furnished by a central station. Apropos of this, a foreign technical journal mentions the example of a steel works at Bonn, Germany, which, since last December, has been using a Stassano electric instead of a crucible furnace for the production of light cast steel parts for the automobile industry and for the manufacture of steel for tools."

The Power Man Should Read

"Electric Drive in Low Mills," in the *Journal of Electricity, Power & Gas,* November 6th issue.

"Electric Drive in Grain Elevators and Flour Mills," in *General Electric Review,* November issue.

Changes in Lincoln and Montgomery

Mr. J. E. Shuff, who has long been identified with Doherty properties, has severed his connection with the Montgomery Light & Water Power Company and joined the Lincoln Gas & Electric Company, Lincoln, Neb., as commercial manager.

Mr. H. C. Porter, who has for many years been in charge of commercial matters

at Lincoln, has been installed as head of the commercial department in Montgomery. Mr. Porter is also an old Doherty man, being one of the "old guard" of the Denver Gas & Electric Company.

What is Tungsten?

A question that is asked at least once a day since the new lamps have been placed on the market is: What is tungsten? The impression generally prevailing seems to be that tungsten is a substance very recently discovered, and that it is exceedingly rare and enormously valuable. The facts of the case, as set down in Professor Walker's recent report on tungsten ores, are, however, that this substance has been known in its compounds since the Middle Ages, that it was isolated as early as 1781, that its occurrence is very widespread, it being found in various part of North America and on the continents of Europe and Asia, and that it varies in value from $200 to $400 a ton. The metal is one of the hardest known and is much heavier than lead, having a density 16, as compared with 11.3 for lead. These properties would recommend its use for gun bullets were it not that it requires an exceedingly great heat to melt it —no less than 3,080 degrees C., as compared with about 2,000 for platinum. The propery of great hardness has caused the use of tungsten in the manufacture of steel, to which it imparts a temper that is not removed by heating. The value of tungsten as a lamp filament depends partly on the clear white light it emits and partly on the fact that it does not undergo decomposition and cause deposits to form on the glass and dim the light, as is the case with carbon. The chief ores of tungsten are: Wolframite, a compound of iron, manganese and tungstic acid; scheelite, a compound of calcium and tungstic acid; hubernite or manganese tungstate; and tungstite, a hydrated tungstic acid, resulting from the decomposition of some one of the above named ores. These minerals have been found in small quantities in various parts of British Columbia, in Ontario, in Cape Breton Island, and in Nova Scotia, but as yet only in small quantities. Professor Walker, however, suggests the probability that a more vigorous search will result in the discovery and establishment of regular mines.—*Canadian Electrical News.*

D. F. Fradette in Indianapolis

Mr. D. F. Fradette joined the organization of the Merchants' Heat & Light Co., Indianapolis, on November 1st, in charge of the contract department.

Mr. Fradette has had a varied experience in central station commercial work. For the last year he has been with the Des Moines Electric Co., Des Moines, Iowa, as

D. F. Fradette

contract agent, transferring from the West Penn Electric Co., Connellsville, Pa., where he had been an active salesman for several years.

Mr. Fradette read a paper on the subject of decorative street lighting, at the last convention of the Iowa State Electrical Association, which was widely published. (See SELLING ELECTRICITY, May, 1909.)

Flat Rate for Porch Lights

The Los Angeles Gas & Electric Company has inaugurated a new system which is meeting with considerable favor among its clients. This is to charge 70 cents per month for an 8-cp. light burning all night on the porches of private residences. This light is a protection against burglars, and has been very popular with the residents of Los Angeles. The charge is so reasonable that hundreds of consumers have

taken advantage of it, and it is entirely outside of the ordinary lighting bill.—*Electrical World.*

Chicago Electrical Show

The fifth annual Chicago Electrical Show is announced for the Coliseum, January 15 to 29th, under the management of Mr. Homer Niecz who has handled it in the past four years with such great success.

This winter's show promises to out-do its predecessors in many respects. Space is already being let and it is anticipated that the available floor area will be over-subscribed, as Chicago's shows have proven both popular and profitable to manufacturers.

Jovian Convention in Cleveland

The Seventh Annual Meeting of the Rejuvenated Sons of Jove was held on October 14th and 15th, in Cleveland, Ohio. Headquarters were at the Hollenden Hotel. About 175 Jovians attended.

Meetings of the committees occupied the first day, with a theatre party at Keith's in the evening.

On Friday, the 15th, a business session was held at the Hollenden, while in the afternoon special cars carried the Jovians to the Euclid Garden Theatre where a class of 89 candidates was initiated. The Rejuvenation was exemplified in full form in seven tableaux, with appropriate scenic settings and accessories.

In the evening, the Joviation Dinner was held at the Hollenden Hotel, the toastmaster being Mr. Harry Rice of the General Incandescent Lamp Company. Among those who responded were J. Robert Crouse of Cleveland, William E. Robertson of Buffalo, E. H. Haughton of Chicago, H. E. Hackenberg of Cleveland and C. A. Parker of Detroit.

Following the dinner the entertainment committee, H. H. Cudmore, Chairman, put on a very clever line of vaudeville which was enthusiastically received.

The nominating committee offered two tickets for election, resulting in the choice of Oscar C. Turner of Warren, Ohio, as the Eighth Jupiter.

An interesting feature of the convention was the election of Charles F. Brush, the well-known pioneer in the electric lighting field, as an Honorary Member of the Order and of Charles A. Coffin, President of the General Electric Company as a life member.

New York Electrical Show

The management of the third annual electrical show deserves both congratulation and thanks, for this year's affair at Madison Square Garden was in many respects the best exhibition of its kind ever held.

The weekly electrical papers have already described the details and have reproduced many pictures of the various displays. It is noteworthy, however, that the popularity of the show was so great that on the last two evenings thousands of people were turned away from the huge coliseum while other thousands stood in line for hours in order that they might gain admission.

Not only were the arrangements of the show management practically perfect, but the exhibitors, on the whole, showed great shrewdness in making their displays of a popular and educational nature. While the various lighting interests of Manhattan,

The Jovians in Convention at Cleveland, October 15

Brooklyn and New Jersey were liberal in the matter of tickets, there was a very apparent absence of "curiosity seekers," the great majority of the huge crowds being genuinely interested.

A number of special gatherings took place during the week. On the evening of October 19th, the New York Edison Company tendered a smoker to the electrical men of the city, while on the 21st the Sons of Jove held a very successful rejuvenation at which a class of over fifty was initiated into the order.

Ad Journals Waking Up

Signs of the Times, a journal devoted to advertising in general and sign advertising in particular, prints in its current issue an address by Duncan T. Campbell, of the Scranton Electric Company, on "Promoting Electric Service," and an article by H. J. Gille, of the Minneapolis General Electric Company, on "Electric Publicity." The constantly increasing interest displayed by advertising journals in the publicity work of central station men indicates that electric lighting companies are ranking well as advertisers, and that the electric sign ranks high as an advertising medium.

N. E. L. A. Committee on Nomenclature

President Frueauff of the National Electric Light Association has announced that appointment of the Committee on Nomenclature to report on Electrical Terminology at the next Annual Meeting of the Association.

The committee is as follows:—W. H. Gardner, Chairman; Dr. C. P. Steinmetz and Messrs. Ralph D. Mershon, R. S. Hale and A. S. Loizeaux.

Electricity in Dentistry

Twelve pages in the October number of the Electrical Record are devoted to an article on "Electricity in Modern Dentistry." There are a large number of illustrations showing various types of electric dental appliances, with the manufacturer's name. In the November issue the use of electricity in the shoe industry is treated in like manner. This is good ammunition for the central station salesman.

Report on Attendance at New York Electrical Show

It is reported that during the course of the recent Electrical Show 175,000 people attended, which is 30,000 more than last year. On the last two nights the crowds were so great that the police had to be called as a matter of precaution and very many persons were unable to gain admission. The exhibition was the most successful ever conducted.

Electrical Show for Baltimore

A movement is underway in Baltimore looking toward the organization of an Electrical Show. An effort will be made to induce Mr. W. D. Ryan, of the General Electric Co., to install his scintillation, which was such a feature during the Hudson-Fulton Celebration.

Life Test on Toaster

The Lowell Electric Light Corporation, Lowell, Massachusetts, recently instituted a campaign for the introduction of the new General Electric toaster. Over eighty have already been put out, and have been received very favorably. A life test recently conducted by one of the solicitors was continued to about 1200 hours of continuous operation before the current was shut off. This would indicate, under the ordinary conditions of usage, a life of many years.

Two Brooklyn Edison Branches

The Edison Electric Illuminating Co. of Brooklyn has opened two branch offices, one office at No. 884 Broadway, known as the Williamsburg Office, to take care of the territory north of Kent Ave., Bedford Ave., and Fulton St., the other office at No. 5114 Fifth Ave. to take care of the territory south of 25th St. and west of Ocean Parkway, known as the South Brooklyn Office. The Williamsburg Office is under the Division Managership of Mr. C. H. Thurling, a former District Agent, and the South Brooklyn Office under the Division Managership of Mr. H. G. Disque, also a former District Agent.

These offices, for the present, will be devoted to the handling of applicants for service and the payment of bills, although

general matters of interest to the Company in the districts concerned will be looked after at each of the branches. Both offices are attractively designed for the entertainment of the public, and are indicated by a large sign reading, "Edison Company," placed vertically above the cornice of each office.

The remainder of the Company's territory not covered by the two branch offices above will be known as the Pearl St. Office, under the Division Managership of Mr. J. L. Wiltse.

News by Telephone

A company has been incorporated having for its object the publication of news by telephone. Mr. Manley M. Gillam, president of the company, said that within a year subscribers in New York City will be furnished with telephone news of general interest, political happenings, baseball reports by innings, etc. He said that the plan of distributing news by telephone has met with success in London, Paris, Vienna, and Budapest, and that the same general lines followed in these places will be pursued here when the telephone news service is established.—*Electrical World.*

Betts & Betts Have the New Electric Tower

It is announced that the new building now being erected on the site of the old Hotel Metropole, Broadway and 42nd Street, New York City, which is to be surmounted by the 250-foot tower for electric signs will be called the Heidelburg Building. It is expected that the tower will be completed and the signs erected by next March.

Betts & Betts, the New York electric sign manufacturers, have secured control of the advertising space on the tower and will handle all contracts for electric display. Work is already begun on signs for this tower as the entire display will be in place for the opening night. Their offices will occupy the entire seventh floor of the building.

Texarkana Booming Signs

The Texarkana Gas & Electric Company, Texarkana, Ark., is carrying on a strong campaign of advertising for the brightening of the city, through the agency of electric signs. Full-page space is being used in the local newspapers and strong effort is being exerted to arouse the merchants to concerted action.

Boston Electrical Show

The electrical interests of Boston organized a very successful show, which is being held as we go to press. Indications point to a successful initial effort as the affair has had wide and effective local advertising. The promoters expect New England lighting men to attend in large numbers. The show is held in Mechanics Building, Huntington Avenue.

Tungsten Activity in Denver

The word comes from the Denver Gas & Electric Company that the campaign for better illumination in the commercial districts via the tungsten route is showing most excellent results. The new gospel of "double the light for the same money" is winning on all sides.

Mr. Clare N. Stannard says: "Through this procedure we have installed a great many tungsten lamps, and almost without exception we have maintained our revenue, in many instances even increasing same.

"Changing from the carbon filament to tungsten lamps for window lighting on the flat rate from dusk until midnight, has been a most profitable feature of our work, and from this class of lighting we have secured many new flat rate contracts, and increased the revenue heretofore secured from many old contracts. Thus the tungsten lamp has worked a great blessing to this company."

Illuminated Garden

Mr. James O. Dobson of Portland, Me., has provided for illumination of the ornamental garden in front of his residence, using for this purpose 230 2-cp. lamps. The lamps are placed in an effective way among shrubs, trees and plants, allowing the light to shine through the leaves. A Lombard poplar has 85 lights extending to the top, giving it the appearance of a Christmas tree. The various lamps are in groups controlled by four switches.—*Electrical World.*

A Toronto Christmas Booklet

The Toronto Electric Light Co., Toronto, Canada, has just issued a most attractive little booklet, 12 pages and cover, entitled "Christmas Suggestions for the Home Electrical." There are ten large half-tone cuts showing various home appliances of electricity which suggest a Christmas opportunity.

The price of the device, the cost of operating and a simple, lucid description is given in each case. It is arranged very cleverly for real sales value. A copy of this booklet will offer good suggestions to any other company preparing for the holiday market.

A Book of Hudson-Fulton Signs

A 20-page bulletin has been issued by Betts & Betts, the New York electric sign manufacturers, showing 27 signs erected as special carnival display at the Hudson-Fulton Celebration in New York City last September. The picture of the famous Colgate Sign, the replica of the Half Moon sailing up the Hudson River, is printed in five colors.

A House Organ in Hamilton

Mr. Thomas F. Kelly, the live wire contract agent for the Hamilton Electric Light & Power Co., Hamilton, Canada, has begun the publication of a monthly leaflet in the interests of his company. It is bright, snappy, and suggestive, and on the back appears a directory of the local contractors and supply houses. "The Electric Bulletin" is distributed among the customers and prospects of the Hamilton Company.

Toronto Company Forms N. E. L. A. Section

The Toronto Electric Light Co., Toronto, Canada, has organized a Company Section of the National Electric Light Association. The Board of Officers and Executive Committee were elected at a rousing meeting held November 2nd. Mr. J. J. Wright is to hold the office of Honorary President, Mr. W. A. Martin (Company Secretary), President; and Messrs. R. G. Black and Henry Amos, First and Second Vice-President, respectively. Mr. E. E. Wheeler (Chief Ledger Keeper) was elected to the office of Secretary and Treasurer, and Eugene Creed is to edit the Question Box and report to the N. E. L. A. matters of interest that might arise.

Mr. Creed reports that the men are very enthusiastic, and while they started with but 45 members, they expect to have many more before the year is over. Business is very good, and they are adding men to the force of solicitors frequently.

The Easton (Pa.) Company Moves

The Easton Gas & Electric Co., Easton, Pa., has moved into a new office at Northeast Centre Square. The opening night was made the occasion of a public reception, when the new building was inspected and the officers of the company entertained a large number of citizens.

Much interest was shown in the display of the various applications of central station service, and many new friends were made for the company. The three local papers each devoted a column and more in the next day's issue to rehearsing the virtues of the Gas & Electric Co., and renewing the fame of the Easton Slogan Sign, the gift of the company to the city.

Valentine Shows Activity

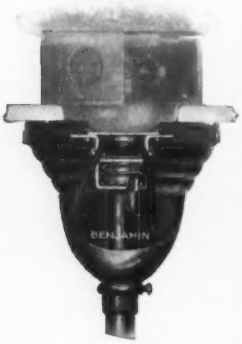
When you roll into New Brunswick, N. J., on the P. R. R. it begins to look as though the Valentine Electric Sign Company had annexed it to the Atlantic City Boardwalk. They have just erected two monster moving attractive signs, one for Johnson & Johnson, the makers of Red Cross surgical supplies, and the other to advertise the Never-slip Horseshoe. Valentine also reports a large spectacular sign just erected on the Jefferson Theater, Memphis, Tenn., and another for the Scranton Board of Trade Building. This is the home of the Scranton Electric Company and the sign will burn over 5,000 lamps; a flashing outline will be surmounted by an immense fountain.

WANTED — Experienced Solicitor familiar with both business section and power work. Must be up-to-date and ambitious. Write qualifications, age and name of former employers.
Location in one of the large cities of the Middle West. Address,
"CONTRACTS," care Selling Electricity.

Electrical Progress Department

Shock Absorber for Use with Tungsten Lamps

A new device has recently been adopted by the Benjamin Manufacturing Company for protecting tungsten lamps against shock and jar.



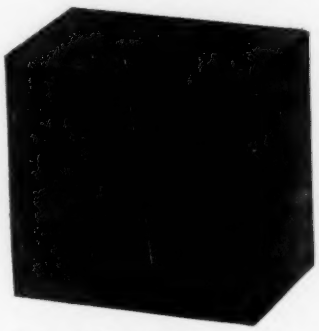
One of the principal advantages of the mechanism is that it is inserted at the top of the fixture and thereby protects any number of tungsten lamps which may be supported from a common stem.

This Shock Absorber consists primarily of a strap iron stirrup, a loose bushing centrally located, supported by a coil spring and tapped to receive the fixture stem. The compression spring forms a resilient connection between the supporting element (iron stirrup) and the fixture. The stirrup has two feet provided with screw holes for attachment to the supporting surface, and when so attached takes the place of an ordinary crowfoot. An additional strap centrally threaded to fit a ⅜" insulating joint is attached to the stirrup by means of two screws. This strap may be omitted for attaching to a wooden ceiling or block. In one case the device thus becomes a shock absorbing hickey; in the other, a shock absorbing crowfoot.

Where it is desired to use brass casing and canopy, a canopy support consisting of ⅞" brass tubing with the upper end flanged outwardly passes through the opening in the bottom of the stirrup and surrounds the bushing. This permits the canopy to be attached by means of a ⅞" slip ring to the supporting element—thus leaves the fixture freely suspended, and effectually overcomes the difficulty of providing a means for preventing the transmission of shocks from the support to the fixture through the canopy and stem. There is also enough play between the movable parts to allow the fixture to hang plumb even though the support be uneven.

Irons in Holiday Cases

Gradually the sale of electric household appliances is conforming nearer and nearer to the accepted methods of the retail merchant. The latest progression is advertised



Leatheret Case Containing Electric Iron

by the American Electrical Heater Company, Detroit, Mich., a Christmas gift iron packed in a permanent leatheret case, wrapped in the regular holly paper. The Christmas shopper looks for suggestions and to induce the sale these suggestions must be attractive, and enticing to the individual who buys. Also—it is essential that they be displayed *ready to wrap.* The iron in the box is certainly inviting and will feature strongly in any central station window display.

"Steel Clad" Three Pound Iron in Leatheret Case

Picturing the Horrible Example

The Hurley Machine Co. of Chicago, manufacturers of the Thor Washing Machine, are circulating as a "horrible exam-

ple" a reprint of a recent article which appeared in the St. Paul Dispatch of October 25th.

The story is a sad one. The poor unfortunate housekeeper was forced to try a new washerwoman, who when she arrived showed much dissatisfaction with the whole establishment.

As the lady tells the story:—

"'Have you had your breakfast?' I asked—it was about 9:30 a. m.

"'No, I don't wait for no breakfast at home. I'll take some coffee and toast and some poached eggs.'

"After having partaken in stony silence:

"'Dark cellar in this little house, I'll bet. Whereabouts is it?'

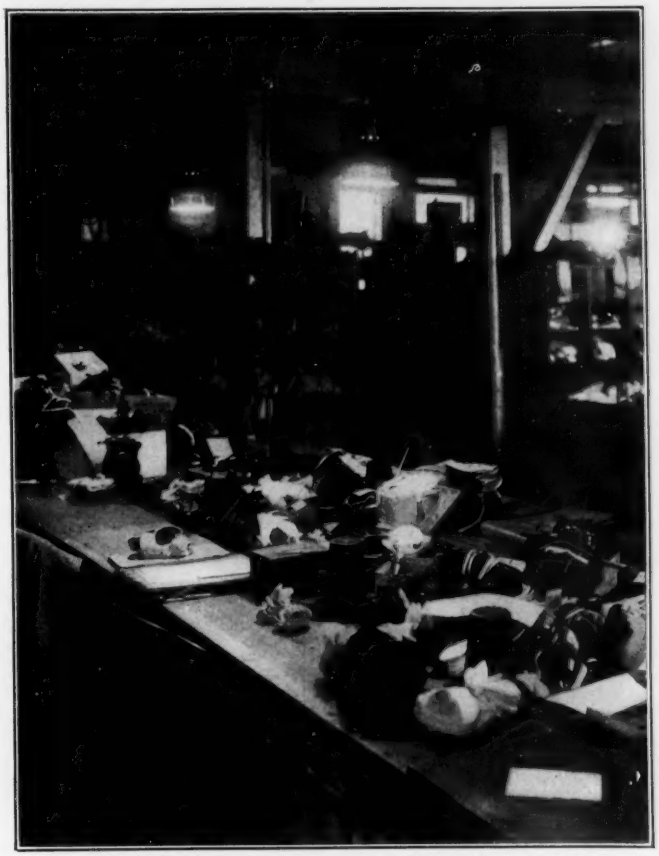
"'It's downstairs,' I confessed now heartily ashamed of my surroundings. 'We tried to have it on the ground floor but the contractor could not see it that way.'

"'Where's the wash?' was the next inquiry.

"'It's up in the basket in the bath-room.'

"'I'm accustomed to having the wash brung down to where I wash.'

"I toiled down the stairs with the wash-basket, only to be greeted at the foot of the cellar stairs with the terrible question:



New Holophane Steel Reflectors in Shoe Factory—See next page

"'Where's your washing electric machine? I don't see none. All the places where I washes on Summit avenue has electric machines.'

"'I'll buy one the next time I have you in to wash,' I said, making the mental oath, 'never again.'

"It developed in course of time that I had not bought the right kind of soap, that the stationary washtubs were set too high, that the cellar was too dark and the new

washerwoman could not use the gas light because it spoiled her eyes."

The Hurley Machine Company points out the folly of submitting to such tyranny with a "Thor" Washer the housekeeper could have finished the job herself by 10 a. m.

But this point is interesting. If the St. Paul paper prints this story, so will others. And it will sell "Thor" Washers and kilowatt-hours.

The Jandus Luxolabra

The cause of decorative street lighting has been materially advanced by the designing of a new line of artistic lamp-posts equipped with Holophane glassware. These are the new Luxolabra manufactured by the Jandus Electric Co., Cleveland, Ohio, in cast-iron, pressed steel, copper or bronze, and in reinforced concrete.

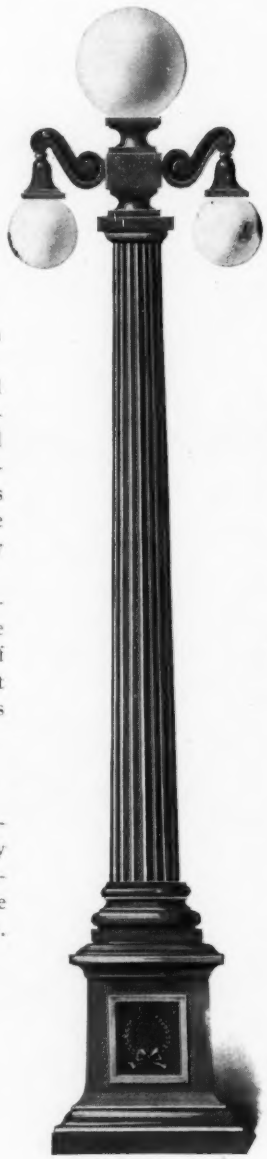
The variety in design as well as the artistic merit of the standards is marked. The additional advantage of accurate illumination value is obvious, and this feature alone commends the Luxolabra for lighting the City Beautiful.

Some very interesting results have been obtained in the concrete types, for the detail of design and pattern stands out clear and finished and there is no suggestion of crudeness.

New Types of Steel Reflectors

Tungsten lamps have heretofore not been available to any considerable extent for industrial lighting because of the high percentage of breakage. Workmen could not be taught to handle the lamps carefully.

The Holophane Company, Newark, Ohio, has recently perfected a new line of Extensive and Intensive Holophane-D'Olier Steel Reflectors, which enables the lighting engineer to install tungsten lamps safely, as the Reflectors give the best results when the units are hung high and out of the workmen's reach. These new reflectors make practical the use of standard voltage tungsten lamps for industrial lighting. Giving the characteristic distributions of the Holophane "high efficiency" Glass Reflectors, they enable the illuminating engineer to undertake mill and factory lighting problems in the same way as he would handle a residence or commercial problem.



The Jandus Luxolabra

Industrial plant illumination is already ranking high in importance and the Holophane engineers have been called upon this autumn to specify equipment for dozens of large mills and factories, while their sales to prominent textile and shoe concerns, large printing plants, automobile factories, etc., are a further index to the practical interest taken in the subject of adequate and proper illumination by wide-awake manufacturers.

The new Holophane-D'Olier Reflectors, being designed upon scientific lines, have practically created this demand. It is definite, practical illuminating results at which the shrewd present-day factory manager looks. He has, in the past, bought lamps and "shades." Today he is demanding adequate and economical illumination.

This marks another step in the progress of scientific illumination. While these reflectors are of such exact design as to commend themselves to the illuminating engineer, it requires no expert skill or deep engineering knowledge to use them with complete satisfaction wherever the "group lighting" or "distributed unit" system of lighting is desirable.

Overtime and Its Cost

Have you ever noticed factory conditions in your locality. Suppose some department that is rushed is located some distance from the engine room. Did you ever figure out for this manufacturer what it is costing him to run all the idle shafting, belts, pulleys, etc. between the two places. It will surprise him to know it amounts to almost as much as to run the entire plant at its full capacity. Then it's the same thing during dull seasons when all his machines are not working. It's easy enough to show him it's costing him enough for wasted transmission to

Equip His Machines with Fort Wayne Motors

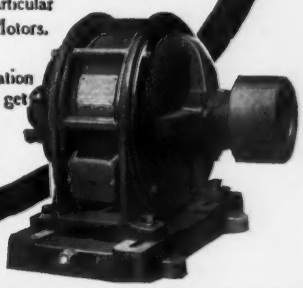
that would decrease his cost of operation nearly 50 per cent and increase the quantity and quality of the machinists work.

Of course you can say this much for almost any motor on the start, but if he is particular and wants the best, you better show him the many superior points of Fort Wayne Motors. You're sure of a satisfied customer then.

We have a bulletin "Motor Drives" that will give you some valuable information and shows some of the many applications of our motors. Send for it today and get posted on the subject.

Fort Wayne Electric Works
1403 BROADWAY
Fort Wayne, Indiana

M4



These **Federal Electric Signs** were subjected to such intense heat in a fire at Decatur, Illinois, that the insulation was burned from the wiring inside the Signs. The Signs themselves were uninjured, and will be re-wired and re-hung at the new location. No better test of the high quality of **Federal Signs** could be desired. Federal quality is the best Sign Insurance. It guarantees Satisfaction, Durability and Effectiveness to both Central Station and Consumer.

FEDERAL ELECTRIC COMPANY

Lake and Desplaines Streets **CHICAGO**

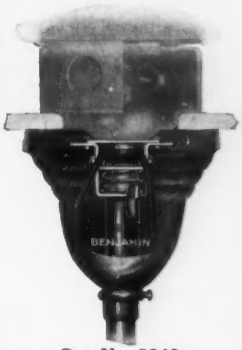
Thanksgiving Greetings

To our many friends and customers whose splendid support is making this Company's success.

The "Brilliant" Electric Co.
Cleveland, Ohio

Thanksgiving, 1909

Benjamin TUNGSTEN Shock Absorber



Cat. No. 3340

A Resilient Suspension Fitting for Prolonging the Life of TUNGSTEN LAMPS in Fixtures

Cat. No.		List Price	Std. Pkg.
3340	Absorber only, with canopy support . .	$0.50	50
3350	Absorber only, less canopy support . .	.35	50

For Absorber less top strap deduct 5 cents list.

With top strap, Absorber becomes a hickey threaded to fit insulating joint; with strap removed it may be used as crowfoot. Springs with different degrees of tension are furnished to provide for fixtures of different weights, to wit: 1-4 lbs.; 4-10 lbs.; 10-16 lbs. Canopy is attached to stationary support—not the fixture stem. It is held by a short piece of brass tubing telescoping the casing and fastened to the stationary element—therefore retains its position regardless of the vertical movement of the fixture. The device has enough play to allow fixture to hang plumb. Any suitable canopywith 7-8-inch slip may be used. Prices do not include canopy shown.

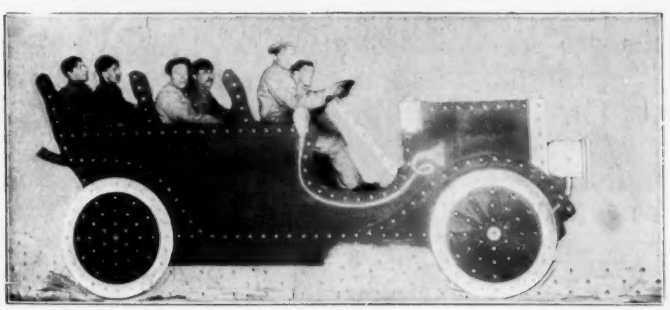
SPECIAL NOTICE.—If specified, this Tungsten Shock Absorber will be furnished with our open and enclosed Tungsten Arcs listed on page 39 of Catalog B-18, without extra charge. In ordering Shock Absorber only, specify the approximate weight of fixture.

WRITE FOR DESCRIPTIVE CIRCULAR AND DISCOUNTS

Benjamin Electric Mfg. Co.

New York **507 W. Jackson Boulevard, Chicago** **San Francisco**

THE place for a Central Station salesman to read SELLING ELECTRICITY is at home, where he has the leisure and the quiet to think it over. That is the time you nourish your own ideas.



High Grade Steadily Burning or Flashing

ELECTRIC DISPLAY SIGNS

and ACCESSORIES

HALLER SIGN WORKS (Inc.) **704 S. Clinton Street, CHICAGO**

NEW REFLECTORS *for* INDUSTRIAL LIGHTING

"Intensive" and "Extensive" Types of Holophane-D'Olier Steel Reflectors Now Ready. For Use With Tungsten Lamps

EVERY man who sells electricity has been looking for just such Reflectors as these—dependable Metal Reflectors, giving the Extensive and Intensive Types of distribution, and especially designed for industrial plant lighting with Tungsten lamps.

One of the reasons why tungstens have not, in the past, been more than halfway successful in industrial plant lighting is because, with the ordinary metal "shades" available, they could not be installed high enough above the floor to keep them out of the workmen's reach. Result—broken lamps.

Intensive Type
Holophane-D'Olier Steel
Reflector

With the new Holophane-D'Olier Reflectors the best results are obtained by hanging the lamps high. Breakage is thus reduced to a minimum. And the efficiency of the lamps plus the efficiency of the Reflectors makes these units the most economical in many classes of service when so placed.

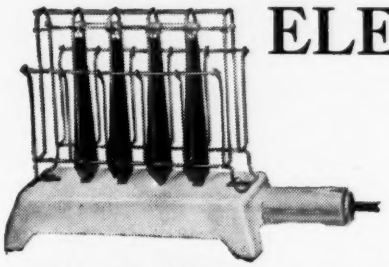
These Reflectors give practically ideal Intensive and Extensive curves. They are scientifically and accurately designed, and are very carefully made. Like all Holophane products, they are thoroughly dependable.

The subject of industrial lighting is receiving a great deal of attention this winter. Factory and mill owners are awake to the practical advantages of proper illumination, and central stations will find this a fertile field for getting new business on a profitable basis. For the results of good and bad lighting methods can be shown to affect both quantity and quality of production, which is a subject of vital interest to mill owners.

Holophane-D'Olier Steel Reflectors are made for every class of industrial service. With the addition of these new Extensive and Intensive Types, the line is so complete as to fill every requirement.

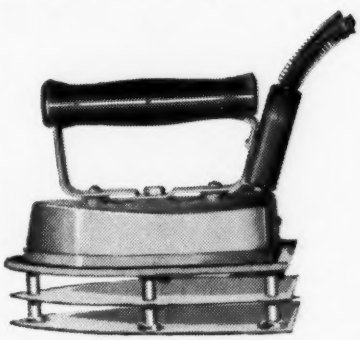
For bulletins and complete data address, Metal Reflector Department, Holophane Company, Newark, Ohio.

Make CHRISTMAS SHOPPING ELECTRIC SHOPPING



Fresh, crisp, delicious toast can be made right on the dining table with a G.E. Radiant Toaster.

A G.E. Chafing Dish in actual operation is a spokesman for the convenience and elegance of electrically heated devices.



Any housewife will appreciate a gift which lightens the labors of ironing day —a G.E. Flatiron.

Most people are now puzzling over the selection of Christmas presents. They are on the lookout for gifts that will bring especial pleasure to their friends.

G.E. Electric Heating Devices are just the thing for gift purposes. They possess the superior qualities of novelty, attractiveness and utility, a combination which makes a strong appeal to Christmas shoppers.

The Significance to Central Station Men

G.E. Electric Heating Devices offer an unusual opportunity to increase the sale of current at a time when additions to the load curve result in profit without additional plant investment.

Take advantage of the holiday season to place G.E. Heating Devices on your circuits. Your customers will find them practical in every sense. You will reap the benefit the whole year around.

An Electric Christmas

An effective campaign by Central Stations will make this an Electric Christmas. We are ready to co-operate with you toward this end. Write today for our special Christmas offer.

Other G.E. Heating Devices suitable for Christmas Gifts:

Coffee Percolator	Luminous Radiator
Water Heater	Combination Cooker
Shaving Mug	Cigar Lighter
Stove	Corn Popper

The General Electric Company has been awarded the grand prize (highest award) on apparatus for cooking and heating by electricity, by the Alaska-Yukon-Pacific Exposition.

General Electric Company

New York Office:
30 Church Street

Principal Office:
Schenectady, N. Y.

Sales Offices in All Large Cities

2304

In writing to advertisers, mention "Selling Electricity."

Increase the Efficiency

of your sales force and educate your public in the proper use of Electricity; present to them all the new and practical devices for use on lighting and power circuits, as exemplified monthly in

The Electric City Magazine

Our proposition will interest any wide-awake Central Station; we will mail the magazine containing **your advertisement on the back cover,** direct to lists furnished by you at a cost so low that it will surprise you. Several leading Central Stations are now using it.

The best season of the year to commence is **now.** Write for full particulars.

Electric City Publishing Company

86 Market Street, Chicago

Who Knows Best— You or Your Wife?

Have you asked her opinion of the Thor Washer?

We are talking to you personally—What do you really know about Washing Machines?

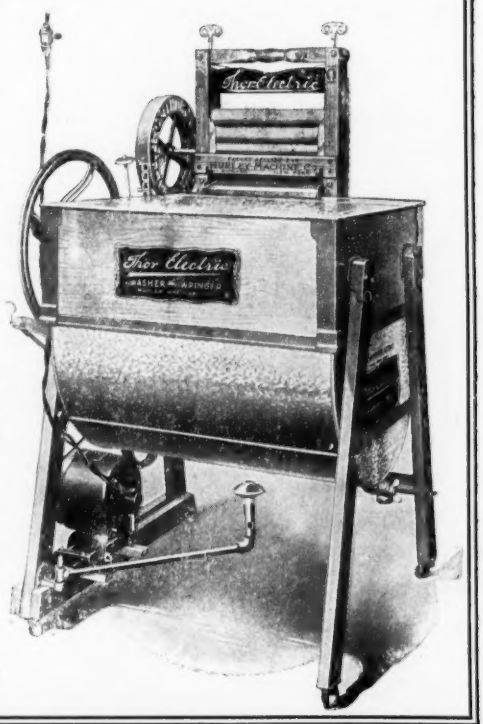
Now—we want you to try out the Thor Electric Washer in your own home. We will abide by your wife's decision. We know what she will say.

If she is enthusiastic about it, it proves that you can sell it to other women.

The Thor Washing Machine washes and rings the clothes by electricity, and the water is kept continually hot. It does everything but hang the clothes on the line.

But—the only place you can find out what the Thor can do is in your own home. Your wife can tell you.

And every Thor means another motor.



Hurley Machine Company

CHICAGO
Monroe & Clinton Sts.

NEW YORK
Flatiron Building

People Who WANT the

HOOVER ELECTRIC SUCTION SWEEPER

No. 6. Ordinary People

The advantage of the **Hoover Sweeper** over all other motor-driven cleaning devices is this—it's **popular**.

Popular in price.

Popular because it's light and easily moved.

Popular because it doesn't clog or get out of order.

Popular, finally, because it can be used just like the old-fashioned carpet sweeper which everybody knows all about.

It is, in fact, a **Sweeper** that brushes the dirt and dust **out** of the carpet instead of grinding it in—an **improved** suction cleaner, light and portable, which gathers up matches, scraps of paper and dried mud as easily as it sucks up dirt. It is so light and easy to use that it is put to work every day—not once a week like the cumbersome vacuum apparatus. It is used whenever there's dirt or dust to clean up—every day. You know what that means in a month's current bills.

From the central station standpoint, the Hoover Electric Suction Sweeper is the **only** cleaning machine. It is low in first cost—which means you can put many of them out. It is thoroughly well made and absolutely guaranteed—which means that you don't have to worry about repairs or dissatisfaction. It is light in weight, easily carried upstairs or from room to room—which means that it will be used constantly.

Hoover Sweepers pay two profits—a profit on the machine and a profit on the current. You can have one or both—as you please.

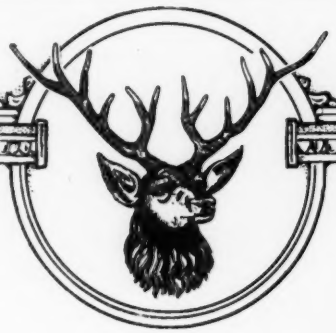
We want Central Stations to demonstrate and handle our Sweepers.

We want Central Station solicitors to sell them at a handsome profit.

We want department and hardware stores for agents.

The Hoover Suction Sweeper Co.

NEW BERLIN, OHIO



The Buckeye Illuminating Engineers

IN Nicaragua anybody who cares to hang out a shingle can be a doctor. In Germany you have to study half a lifetime and be examined by fourteen different boards. In some companies almost anybody can be an Illuminating Engineer, but in the Buckeye Company the man who signs himself as one must know the subject forward and backward from A to Z. It is on this account that the Buckeye Illuminating Engineers are in demand by central stations and large building owners who desire exact and unbiased advice on the subject of electric lighting. These engineers are at your command—no charge.

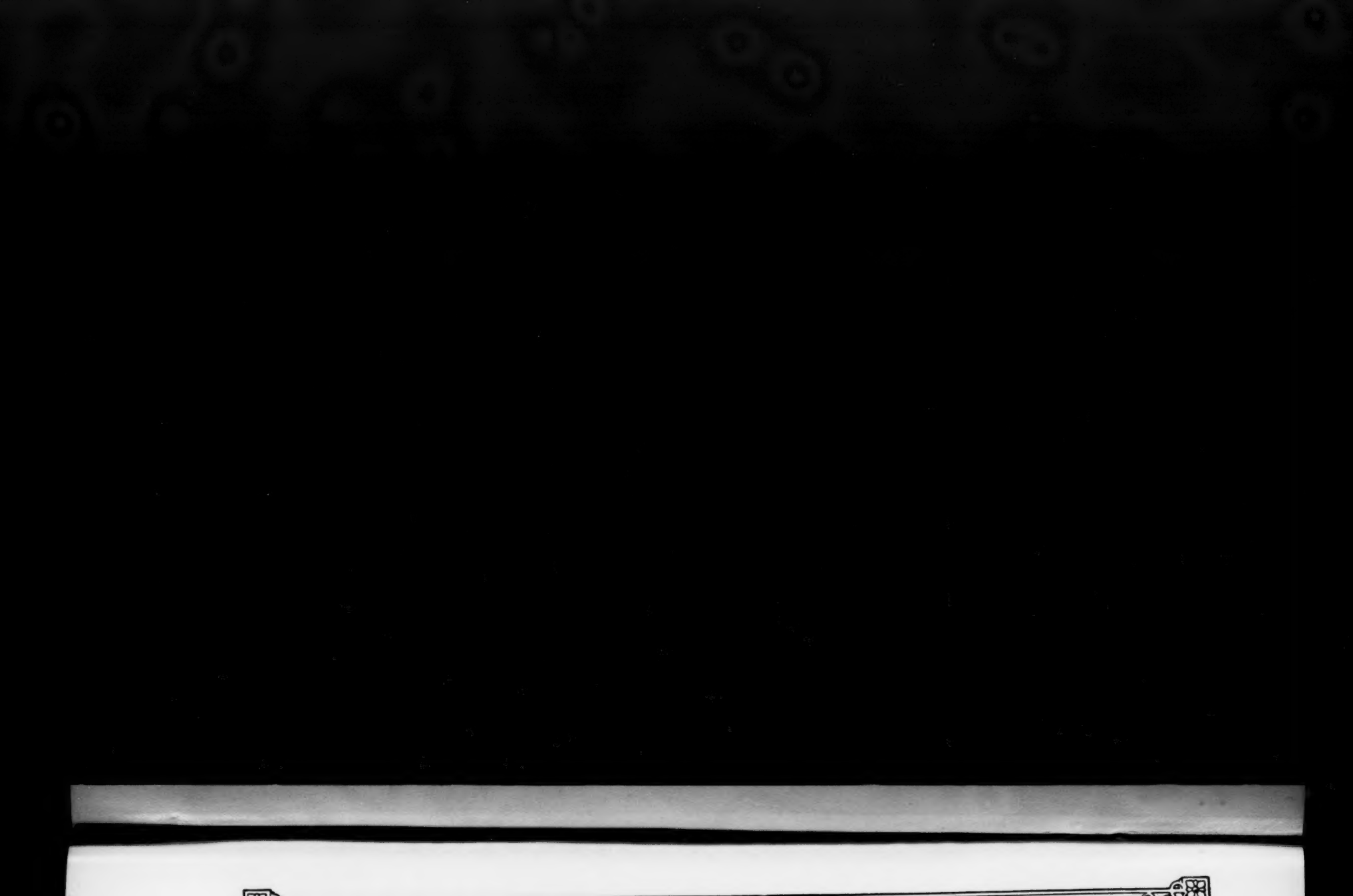
THE BUCKEYE ELECTRIC CO.

MAIN OFFICE AND WORKS:
CLEVELAND, OHIO

CHICAGO:
23 East Lake Street

PITTSBURG:
714-715 Ferguson Building

DALLAS:
220-221 Linz Building



Read the "Dollar Ideas" in this issue.

Then look over your own sales system and tell us about your "Dollar Ideas."

You owe it to the "other fellow" who tells his.

DID YOU EVER

STOP TO THINK

That the right device sold to a customer advertises you? When you sell a "*Simplex*" you have a guarantee for Quality and the result of fourteen years' experience in Electric Heating. The enamel method used only in the Simplex Devices insures efficiency and durability with an even, reliable heat where it is most needed. An Electric Iron, Chafing Dish, or Water Cup, all are quick sellers and in design and finish they are the highest. The "*Simplex*" has become the standard of the world and wants to help you sell. Write for catalog "K" and let us furnish you with printed matter.

SIMPLEX QUALITY

SIMPLEX ELECTRIC HEATING CO.

Cambridge, Mass.

Monadnock Block, Chicago
612 Howard St., San Francisco

COPYRIGHT, 1909, BETTS & BETTS

SIGNS THAT SELL

The worth of a hotel sign shows up on the register. It must draw business; it must catch the eye of the stranger and bring him in or it is a failure.

That means it must be built **for a hotel** and by a **man who knows how!**

Just so, the development of electric advertising in any city depends on the sales power of the signs installed. You must protect your customer and see that he buys a **sign built for his own business**—a sign that will **sell his own goods!**

We build signs to satisfy your customer in **sales.**

Tell him to buy from

BETTS & BETTS

INCORPORATED

Electrical Advertisers **1360-1366 Broadway, New York City**

Cable Address, "Bettsonia." W. U., Lieber's and Private Codes. Also Branches or Agents in all parts of the world.